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ABSTRACT

The 1997 Regional Consultation for Asia-Pacific Cooperative Programme for Reading Promotion and Book Development (APPREB) held at Japan Publishers Building, Tokyo, Japan, on November 20-21, 1997, highlighted the vital areas where more intensive regional cooperation is required to promote books and reading in this time of drastic changes. Included in this report are issues and problems related to books and reading existing in respective countries which were identified by the participants, as well as various constructive suggestions and proposals regarding regional cooperation. It begins with the final report of the 1997 APPREB Regional Consultation. Annex I presents a report on UNESCO's programmes for books and reading; a report of the Asia/Pacific Cultural Centre for UNESCO (ACCU); reports of APPREB activities in 1996-1997; and reports of APPREB activities in 1995. Annex II presents country and sub-regional reports; a list of publishing-related organizations; and a chart relating the current state of publishing through statistics. An appendix contains a list of participants, the agenda and schedule, and general information. The report concludes with a brief description of what the APPREB is. (RS)

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ED 438 531

APPREB

Report of the Regional Consultation for Asia-Pacific Co-operative Programme in Reading Promotion and Book Development

Tokyo, 20-21 November 1997

Asia/Pacific Cultural Centre for UNESCO (ACCU)

CS 013 901

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

Report of the 1997 Regional Consultation

for

Asia-Pacific Co-operative Programme
in Reading Promotion and Book Development
(APPREB)

Tokyo, 20-21 November 1997

organized by

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in co-operation with UNESCO

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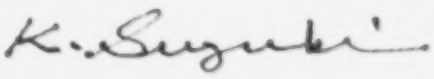
Preface

The 1997 Regional Consultation for Asia-Pacific Cooperative Programme for Reading Promotion and Book Development (APPREB) held at Japan Publishers Building, Tokyo, Japan, on 20-21 November 1997 highlighted the vital areas where more intensive regional cooperation is required to promote books and reading in this time of drastic changes.

APPREB is a UNESCO-sponsored network of regional institutions and organizations which promote book development and reading in the Asia and the Pacific region. Every two years, the APPREB Regional Consultation is held, inviting participants from representative book institutions and organizations in respective countries in the region, many of which are also acting as the national agencies for regional programmes of the Asia/Pacific Cultural Centre for UNESCO (ACCU). A total of 24 participants from 22 countries attended this year's meeting organized by ACCU.

Included in this report are issues and problems related to books and reading existing in respective countries which were identified by the participants, as well as various constructive suggestions and proposals regarding regional cooperation.

Taking this opportunity, ACCU should like to express our deep and sincere gratitude to UNESCO headquarters, the Japan National Commission for UNESCO, the Japan Book Publishers Association and all those involved for their support in organizing the 1997 APPREB Regional Consultation.



Kazuo Suzuki
President
Asia/Pacific Cultural Centre for UNESCO

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"Crucial Issues and Problems in Publishing and Reading Promotion Today and Practical Proposals for Future APPREB Activities"

(Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Iran, Japan, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Papua New Guinea, Philippines, Rep. of Korea, Sri Lanka, Thailand, Viet Nam, Afro-Asian Book Council and The University of the South Pacific)

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Final Report of the 1997 APPREB Regional Consultation

Introduction

The 1997 Regional Consultation for APPREB was organized by the Asia/Pacific Cultural Centre for UNESCO (ACCU) and held at the Japan Publishers Building on 20 - 21 November 1997.

The objectives of the meeting were to identify problems and issues related to book development and reading promotion in the region and to suggest ways of addressing these problems and issues; secondly to suggest ways of strengthening the APPREB network and lastly, to review the 1996-1997 APPREB programme and recommend future priorities.

Representatives of 22 countries and two non-governmental organizations in the Asia - Pacific region participated in the meeting.

At the opening ceremony, Mr. Tetsuo Misumi, Director General of ACCU delivered the welcoming address. Mr. Misumi commended the APPREB network for its activities, under the guidance of UNESCO. He felt that much had been achieved, given the financial constraints everyone faced. He thanked the UNESCO Headquarters, the Japan National Commission for UNESCO and the Japan Publishers' Association for their support and collaboration.

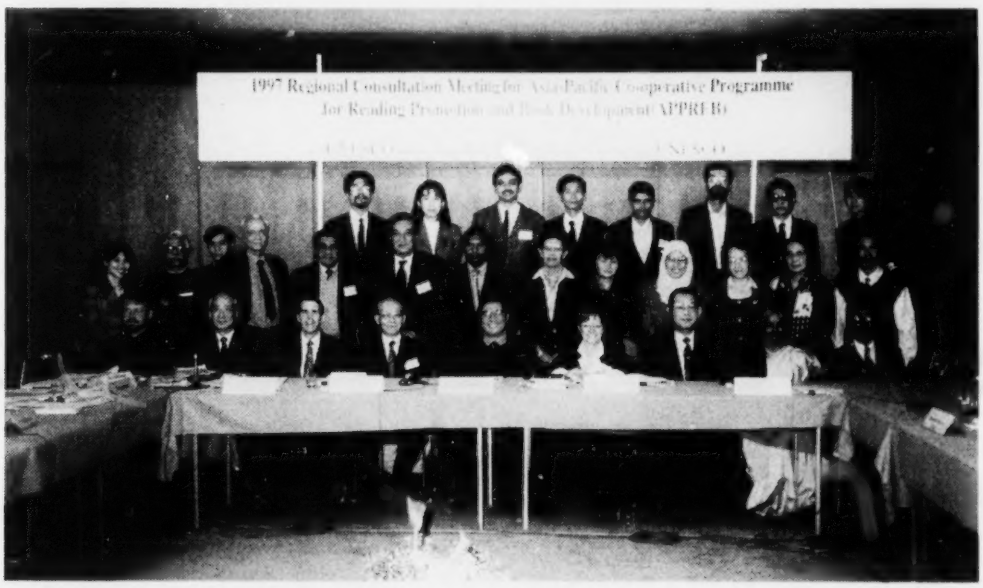
Ms. Milagros del Corral, Director, Division of Creativity, Cultural Industries and Copyright of UNESCO delivered an opening address.

Ms. del Corral was particularly pleased to be representing UNESCO, since APPREB was a UNESCO activity, and she congratulated ACCU on its excellent work as its secretariat since the founding of APPREB in 1991.

While her Division now had broader responsibilities than hitherto and while there were more funding constraints than ever, Ms. del Corral was confident that the APPREB network would grow even stronger and more successful in the next biennium.

Mr. Virgilio S. Almario of the Philippines and Mr. Cliff Benson of the University of the South Pacific, were unanimously elected as Chairperson and Rapporteur respectively.

The provisional agenda and schedule of the Meetings were then unanimously adopted.



Participants of the 1997 APPREB Regional Consultation

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Topic 1: APPREB Report

1.1 UNESCO Report on APPREB

Ms. Milagros del Corral presented this report. She began by reiterating that her Division now had a broader focus than hitherto.

Book publishing would however remain a major cultural activity, and of current concern was the development of national book policies, which always included a training component.

UNESCO was also now paying attention to new technologies, such as the Internet, to see how these could assist book production.

Ms. del Corral reminded participants of the potential value to the APPREB region of the South American and Arab countries' projects in which complete books were reprinted in newspapers, thus gaining a more widespread readership than through normal means.

In addition UNESCO had obtained sponsorship for a variety of competitions and awards which would assist in reading promotion.

With regard to APPREB activities, Ms. del Corral urged Member States to ensure that future activities were cost-effective and produced very definite results.

Noting that nine heavily-populated countries in the Asia-Pacific region had decided to allocate more finances than before to education, she also urged participants to take advantage of this.

1.2 ACCU Report

The report covered seven areas, as follows:

1. ACCU and APPREB - this traced the background of ACCU and how it had always mounted book production and reading promotion-related activities.

2. ACCU's APPREB Activities in the 1996-1997 Biennium

These included the current Meeting (November 1997), and two regional training courses, namely:

- Making Good Design in Desktop Publishing and Multimedia (18 September - 5 October 1996) and
- Production of Periodicals for Children (1 October - 15 October 1997)

- The Asia-Pacific Copublication Programme (ACP) "Water" had been published in March 1997, and meetings of the Editorial and Planning Committees had been held in December 1996 and November 1997 respectively.

- Publication and Distribution of Asian/Pacific Book Development (ABD), a quarterly publication

3. ACCU's Other Book Development Activities: Including the Animation Co-production Programme and Noma Concours Competition.

4. APPREB Network and Information: Through a poster, the ABD quarterly, Book Fairs and various meetings.

5. APPREB Sub-regional and National Level Programmes (These are detailed below / in 1.3)

6. APPREB Activities 1992 - 1995: A variety of sub-regional and national activities had been conducted.

7. ACCU's Policies for APPREB

As the secretariat, the ACCU remained firmly committed to the Network.

Mr. Takao Tajima concluded the presentation by stressing the potential value and the importance of strong cooperation from countries in helping the ACCU to mount APPREB activities.

During discussion Mr. Abul Hassan of Afro-Asian Book Council proposed and Dr. Varsha Das of India supported more APPREB publicity in ABD and also said that they would be prepared to include APPREB activity information in their respective newsletters.

Ms. Izzah Abdul Aziz of Malaysia queried the extent of follow-up to and evaluation of various sub-regional and national activities. It was agreed that this could be incorporated into contracts so that organizers of activities carried out such evaluation.

1.3 Sub-regional and National Level Programmes

The Chairperson invited four presenters to report on three activities held during the 1996-1997 biennium, as well as a proposed sub-regional programme. These were as follows:

1.3.1. National Training Course on Children's Books in Samoa (14 October - 24 October 1997)

Mr. Cliff Benson presented this report on behalf of the Course Director, Ms. Tili Afamasaga, Head of the Faculty of Education at the National University of Samoa.

The 10-day course was attended by 15 participants and two resource people.

It was highly successful in that every participant completed the writing of at least one book during the workshop, with most having written more, and some of the books had also been illustrated.

Both resource people were from Samoa itself, thus making it very cost-effective. In addition, art students from the NUS had assisted with illustration. Most of the books were in Samoan language and aimed at early primary school level, so valuable resources for schools had been produced.

APPREB funding had been provided through the ACCU and some funds were left to finance the printing of the first two books ready for publication.

In addition, the participants were so enthusiastic that they planned regular follow-up meetings.

1.3.2 National Training Course on Children's Books in Bhutan (20-24 October 1997)

Ms. Rinzin Wangmo reported on this highly-successful course organized by the Bhutan National Commission for UNESCO. It involved 30 participants, including writers, editors and illustrators and nine resource people, seven of whom were Bhutanese.

The goal was to record oral traditions, especially folk tales, in writing.

Like the Samoa workshop, it was the first of its kind in Bhutan, and would result in the production of valuable reading materials for Bhutanese children. The stories were in Dzongkha, the national language.

1.3.3. National Training Course on Electronic Publishing in China (20 - 25 October 1997)

Ms. Jin Jin reported on this course. It had involved 30 participants, mainly writers from all the provinces in China, and was organized by the China Publishers Association.

They underwent a two-step training programme, beginning with basic computer knowledge and then more sophisticated study of making print materials available through electronic media.

1.3.4. Sub-regional Human Resources Training Course on Publishing, India (15-22 December 1997)

Dr. Varsha Das gave an update on preparations for this course, which would be organised by the National Book Trust of India in New Delhi.

In addition to 20 participants, mainly from NGO adult training centres, invitations had also been sent to Bhutan, Bangladesh, Nepal, Pakistan and Sri Lanka, three of whom already had nominated participants.

The course had been planned to address the problem of a lack of books available for neo-literates, mostly because of lack of publishing expertise in the country. An 8-day course had thus been planned and would cover several aspects, including editing, language issues, layout/design, distribution and marketing.

The Chairperson invited discussion at this point.

Mr. Kongphat Luangrath of Laos elaborated on the Survey on Reading Needs which had been conducted in his country in 1994 (and already mentioned in the earlier ACCU report).

The survey had been conducted as a first step to increase the number of readers in Laos.

It had been successful in identifying not only reading interests, but also reasons why children were not gaining access to books, even when they were available.

A brief discussion ensued on how activities such as Reading Surveys were ideal APPREB ones in that they benefited a particular country/region and, additionally, that publishing results, in the ABD Quarterly for example, could stimulate similar beneficial activities in other regions/countries.

Topic 2: Presentation of Country Reports

Each country report highlighted major problems and vital issues in publishing, reading promotion and book production and also suggested priorities for future APPREB activities at a regional, sub-regional or national level.

1) **Bangladesh**

A major constraint Bangladesh was still facing was a general lack of expertise. This included expertise in editorial work, illustration, translation, etc. Lack of skilled personnel for the actual printing process was also a problem.

In addition, there was a need for a more effective and efficient distribution system. Copyright issues and piracy of books were also constraints faced in Bangladesh.

Finally, publishers focused more on textbook publishing and were not much interested in publishing other types of reading material.

Despite these constraints, it was noticed that the number of publications had doubled in the past four years. In addition, printing equipment had greatly improved, and the quality of publications also improved correspondingly.

Finally, assistance under APPREB with developing and implementing a National Book Policy was identified as a top priority.

2) Bhutan

The paper began by highlighting that the modern education system had only begun in Bhutan in 1961. Constraints being faced included :

- Low literacy rate (54%) related with lack of books and reading promotion in homes, as well as a low market for books and shortage of writers.
- The use of English as a medium of instruction, which negatively affects publishing in Dzongkha, the national language.
- Inadequate printing facilities and a slowly-developing publishing industry, also lacking qualified/trained personnel.

However, there were signs of improvements, such as the introduction of a national reading week.

Proposals for APPREB national activities were for a reading survey, for assistance with strategies to publish low-cost books and training courses in all aspects of book production and reading promotion.

3) Cambodia

A major Asian Development Bank (ADB) publishing project had boosted the number of books in schools, as well as other projects for school text book and supplementary reading materials publication and distribution to schools.

Constraints included getting books into rural areas, the need for more qualified writers and editors and political difficulties adversely affecting reading promotion.

Proposals for APPREB activities were for assistance in cost-effective ways of obtaining good materials from outside Cambodia and technical assistance to develop supplementary reading materials, such as encyclopedias.

4) China

China reported on steady development of publishing in the country. Positive aspects included:

- A favourable policy towards reading.
- Interest in and popularity of cultural materials, such as a 17-volume China Encyclopedia.
- Strong links with outside publishers, including access to publications on the Internet.
- Steady development of electronic publishing.
- Good collaboration between the main Xinhua Book Store and private book distributors.
- Book fairs throughout the country.

Piracy was an ongoing problem in need of attention and also over-supply of some titles resulting from more than one publisher printing the same title. In addition, some books contained many errors because of unprofessional proof-reading. Finally, the cost of books was still a problem which meant that potential readers simply could not buy books.

5) India

Generally the publishing industry was growing steadily, but illiteracy and poverty in a country of 900 million people, 75 percent living in rural areas, would always be problems hindering fully successful book production and reading promotion.

Another constraint was that although a National Book Development Council had been established, it had not lately functioned, so many planned activities had not been implemented.

A great range and variety of publishers and publications prevailed. Also, a survey in Kerala had found that electronic media had in particular adversely affected adults', rather than children's, reading habits.

In addition, training of publishing personnel was a major need.

Particular attention also needed to be given to neo-literates.

Positive aspects were that books were affordable and that promotional activities such as book fairs had helped to partly bridge the gap between publishers and their potential market.

6) Indonesia

Previously existing problems, such as the lack of children's books and the difficulty of distributing books to islands other than Java, persisted. However, efforts to address the problems were ongoing.

Gramedia had undertaken a reading survey to further identify problems and needs. In addition, activities such as book fairs and children's book clubs and obtaining sponsorship from non-publishing business companies, had helped promote reading and books.

An APPREB project proposal was for more training of writers, illustrators and editors.

7) Iran

The publishing scene in Iran was favourable in some respects, including:

- Large number of new titles published annually.
- Good quality books from both public and private publishers.
- Successful promotion through book weeks and exhibitions.

There were also problems being faced including:

- Low quality materials and lack of skilled manpower affected quality, despite good equipment being available.
- Inadequate distribution and high price, reducing the availability of books to the general public.

8) Japan

The report highlighted the generally very healthy state of publishing, book distribution and reading promotion in Japan.

Sales were generally high of approximately 6 million titles available in the country. Electronic media were being incorporated into the industry.

A large number of reading promotion activities, especially book fairs and competitions had succeeded in promoting reading. Aspects such as copyright and collaboration among publishers were also being successfully addressed.

9) Laos

The government was now giving strong support to publishing and reading promotion as a key to nation building.

Particular progress had been seen in the past two years, with many new titles being published.

Problems however remained, especially a lack of book shops, many people not being able to afford books, difficulties in distribution, especially in rural areas, and a need for improved technology.

In addition, the industry faced problems of the high cost of imported materials and lack of an established copyright system.

10) Malaysia

Malaysia's National Book Policy, formulated in 1986, continued to have very positive effects on the publishing and reading promotion/book distribution endeavour. This was evident from the increase from 60 publishers in 1957 to 519 in 1997. Also, in 1996, 11,000 titles with an average print run of 3,600, had been published.

It was however noted that more attention was paid by publishers to school textbook publication. This carried over to the school context, where the reading habit was not well-inculcated, as students' learning was textbook focused. The reading habit had been negatively affected by electronic/computer industries.

The need to develop a life-long reading habit among children was especially highlighted.

Proposals for APPREB activities included:

-Setting up a children's book publishing training centre (for publishers).
- Provision of consultancy services for promoting reading, especially among school children.
- Mounting of courses for teachers /librarians and booksellers on inculcating the reading habit among children.

11) Maldives

Maldives faced problems which included the lack of a book policy statement (although the government encouraged reading), the lack of an organized book distribution mechanism, the difficulty for people from outer islands obtaining books as the book shops are few or non-existent on those islands, the lack of locally written books and the small market for such books.

A need for assistance in the writing and publishing of books in Dhivehi was identified.

12) Mongolia

A decline in reading had been observed. A trend towards privatization of publishers was also reported.

Mongolia also faced distribution difficulties, lack of marketing strategies, and lack of finance to make full use of quite good equipment.

The fact that the majority of the population lived at the subsistence level also hindered book production and reading promotion.

13) Myanmar

The main publisher in Myanmar is the Printing and Publishing Enterprise, which carries out a full range of printing and literacy development activities in the country, under the supervision of the Information Industry.

Activities and achievements have included the publication of a wide variety of books, periodicals and other printed materials, as well as reading-writing promotion activities. Of note were paper readings delivered by prominent authors, to draw attention to reading material and to interest others in writing.

Publishing staff are sent abroad for further training and study opportunities to improve the quality of publications.

14) Nepal

A major need in Nepal was for a National Book Policy.

While, as in other countries textbook production dominates the publishing scene, efforts were being made to publish and promote good children's story books. Good progress had been made in improving technology and printing costs were so reasonable that publishers from outside Nepal were having books printed in the country.

Major constraints facing reading promotion included a low national literacy rate of 57%, low incomes, with resultant lack or absence of the habit of reading, and the fact that 90% of the population live in rural areas also adversely affected reading promotion and book distribution.

Solutions being pursued were efforts to visit schools to promote reading, conduct seminars, establish a mobile library and collaborate with various non-governmental organizations.

A proposed national project was a Reading Survey. Nepal also proposed five regional activities for APPREB to consider, including further book development training programmes, reading surveys, development of a Book Council, financial support to NGOs and the mounting of national book fairs in which books from around the region were also promoted.

15) New Zealand

A major trend in New Zealand was the rapid change in demographics of school-age children with approximately one third now being of Asian, Pacific Island and Maori descent.

While the government was responding to this trend by publishing or encouraging publishing of children's books and other materials in languages other than English, commercial publishers were not yet so productive in this regard.

The Internet was seen as an excellent medium not only for building data bases on publications in minority languages, but also for recording the actual texts of books in these languages.

Improved marketing and distribution of books in languages other than English was needed, especially for the general public and for possible distribution outside and into New Zealand.

New Zealand proposed that APPREB facilitate the exchange and flow of books among Asian-Pacific countries in languages shared by people across countries. New Zealand, for example, now has a market for Korean, Japanese and other Asian language materials, as Fiji has for materials in Hindi and other Indian languages. New Zealand also proposed that APPREB be an advocate for copyright protection across the region.

16) Pakistan

The book industry is at a turning point and the future looked bright. Constraints included the fact that publishing is concentrated in only three major cities. The data collection system is also non-existent which makes the statistical analysis of publishing activities more difficult.

The National Book Foundation is active in addressing needs and problems associated with book production and reading promotion. A variety of reading promotion activities were being mounted including Readers' Clubs in 37 cities (where the National Book Foundation subsidized purchases),and also encouraged new writers through awards/prizes for writers, scientists, publishers and designers.

Priorities suggested for APPREB included training course in desktop publishing. A team of book development experts may survey the regional countries with a view to strengthen the publishing industry. The networking of national agencies through internet, etc., providing information about latest equipments/machinery available for the publishing industry, training courses through e-mail for personnels engaged in the publishing industry and exploring possibility of establishing service bureaus fully equiped with pre-press set-up and printing and binding units in close collaboration with the national agencies could provide a sound base for the satisfactory progress of the publishing industry in developing countries in the region were also included.

17) Papua New Guinea

A major trend in Papua New Guinea is a growing emphasis on vernacular language education. One reason for this was the high illiteracy rate (50%).

The publishing industry had many needs, including better equipment and better qualified personnel, especially in book production and distribution.

Papua New Guinea proposed the establishment of a regional training centre for publishing so that sustainable and long-term training could be carried out.

18) Philippines

The publishing industry in the Philippines was in urgent need of a national book policy and also of an accurate database of publications. The National Book Development Board, established in 1995, was the body to take care of these needs.

The publishing industry was also adversely affected by importation of English language material and the influence of these on local publishing as well, so that more nationally or culturally-relevant publishing was undermined.

19) Republic of Korea

Improved financing, especially for the 10,244 libraries, was a need in Korea, to boost the publishing industry. In 1996, 26,664 new titles (75 per day) had been published.

The multi-media industry was growing rapidly, with, for example, 715 CD-ROM titles published in 1996.

Distribution bottlenecks occurred, since larger wholesalers and bookstores tended to dominate.

A major issue in Korea is the desire of publishers to maintain the Resale Price Maintenance system, while government sought to introduce self-regulation of book prices.

Proposals for improving book production and reading promotion included mounting a stronger reading campaign, establishing more libraries having better reading education in schools and improvement of book distribution.

20) Sri Lanka

A major revamping of the book trade would occur in the next five years. This would include many activities aimed at improving book production and reading promotion.

Key changes would include
- improvement of school textbooks and
- library development and improvement of reading habit among children.

Sri Lanka had also seen significant improvement in the last two years in terms of improved quality of publications and successful reading promotion and book distribution activities. A National Book Policy had also been formulated recently and was in the process of being adopted.

21) Thailand

The publishing industry was favourably influenced by the National Book Policy, established in 1970. In addition, a well-established National Book Development Commission was operating, with the Ministry of Education as its Secretariat.

National book development was guided by six broad policies and a comprehensive range of promotion plans.

The publishing industry was in four broad groups, namely: newspapers, periodicals, general books and educational books.

An urgent need was for personnel training at national or regional level and also for reading promotion among younger people, especially in light of the fact that traditional Thai culture is aural-oral and not a print-oriented one - as with other Asia-Pacific countries.

22) Viet Nam

A major breakthrough had occurred in overcoming the lack of books and the lack of reading habit among children, especially in rural areas.

Since 1993, with government funding, the Kim Dong Publishing House had distributed 11 million books (involving 384 titles) on a complimentary basis to children in rural areas.

Reading surveys had been conducted and as a result books published and distributed had been culturally-relevant and related to children's daily lives. ACP publications had been included as well.

Evaluation had been carried out and was very positive, as teachers reported an improvement in children's reading and attitude to study.

23) Afro-Asian Book Council (AABC)

The Council had continued to flourish as a self-help and self-sustaining body, aiming at general book promotion activities in the African-Asian region, with particular emphasis on author development , co-publishing, easy access to copyright and establishing databases, as well as research and training facilities, among others.

Detailed reports on all activities were available to assist others in mounting similar programmes.

Future plans were to focus on training programmes, especially author development, translation techniques and training of trainers.

Two APPREB seminars were proposed for the next biennium, namely the training of book industry personnel in translation principles and techniques, and the second on the use of electronic media in publishing.

The AABC was also keen and willing to assist in publicising the APPREB Network.

24) The University of the South Pacific (USP)

The two major hindrances to book distribution and reading promotion were lack of financial resources and geographical remoteness of the general population, who lived on "a sea of islands".

There was also a lack of data available in publishing and on publications, as no association of publishers existed, and there were few national book policies.

A major proposal which New Zealand and Maldives supported, for an APPREB activity was for a sub-regional course to be mounted at the University of the South Pacific, which would be based around the production of an ecology book, following the ACP model, with coral reefs as the proposed theme. Some emphasis would be given on the training of personnel in editing and in illustrating skills.

Topic 3: Discussion

3.1 Identifying Common and Pressing Needs and Regional Priorities in the Area of Book Development and Reading Promotion as well as Possible Solutions and Initiating which could be Undertaken on a Regional Basis

3.1.1 Need for seeking ways of facilitating the bringing together of countries that have languages in common, especially languages with relatively small number of speakers or learners.

It was agreed that this should be pursued under the APPREB network so that reading materials, especially books, can be obtained across borders and joint publication can be organized to increase print runs, thus reducing unit cost. However, precise mechanisms for facilitating inter-change of materials were not finalized. The publication of a database which included publishers' addresses, languages they published in and available titles, was one possible mechanism.

3.1.2 Need to Encourage Young People to Read

This was shared by many countries. Among solutions were the establishment and/or expansion of mobile libraries and book fairs, and the encouragement of community involvement in reading promotion - the potential role of rural women in this area was highlighted as a possible solution. The value of a regional seminar in which the sharing of successful experience was included, was also a suggested solution.

3.1.3 The need for formulating sound national book policies, especially to strengthen publishing administrative infrastructure in several countries.

This was a particularly critical need in countries which had recently moved to a market economy system. Recently UNESCO had similar experience in assisting East European countries, which could be shared. The AABC also had a booklet summarising characteristics of effective book policies.

3.1.4. Need for Comprehensive Data Base of APPREB Activities

This would provide access to valuable information to countries wishing to mount activities similar to ones which other countries had already conducted. Reading surveys were highlighted here but were not the only activity envisaged.

The agreed solution was for the ACCU to establish such a data base - UNESCO would most probably give financial support for this.

3.1.5. Need for Training of Personnel

This was perceived as particularly pressing in technical areas such as desktop publishing.

Author development including author's rights and responsibilities, was also a perceived need.

3.1.6 Need for More APPREB Coverage in ABD quarterly.

The Meeting recommended expansion of APPREB coverage, including at least a full page devoted to publicising new children's books in the region. Publicity about other activities, such as book fairs, would also be valuable.

3.1.7 Need for a Training Workshop for writers, editors and illustrators in the Pacific sub-region.

It was proposed to meet this need by focussing on the drafting, editing, illustrating and layout of a Pacific ecology book on coral reefs. Proposal was also made to invite countries in the Asian sub-region with coral islands to this training workshop.

Note: At this point, Ms. del Corral reminded the Meeting of UNESCO's particular focuses on the eradication of poverty, on youth and on enhancing women's roles/participation in development. In addition, APPREB countries should ensure that proposed activities had concrete outcomes. These points should be borne in mind when preparing APPREB activities.

3.2 The Role of APPREB in Promoting of Books

In this regard, Mr. Takao Tajima, Director of the Book Development and Literacy Promotion Department, informed the Meeting that the ACCU remained firmly committed to its APPREB secretariat role. This was because its overall book development activity harmonized with the APPREB goals. He also hoped it would be possible to gradually expand the membership and he looked forward to the continuing collaborative partnership with all participating countries. Expansion of memberships in the Pacific and the Central Asian countries were seen as priorities.

The Meeting also reaffirmed its commitment to the network and it was agreed that APPREB was an ideal network for book promotion. The importance of following up of decisions and resolutions was also reaffirmed.

3.3. Periolibros

At the Chairman's invitation, Ms. del Corral gave an informative briefing about this UNESCO project, which had been a major success in reading promotion in Latin America, and which was also being mounted in Arabic-speaking countries.

It involved publication of complete works of renowned authors in daily newspapers once a week. The activity was funded by commercial sponsors and newspapers also obtained advertising to cover paper costs.

The activity was at great potential interest and value to the Asia-Pacific region. While not all countries have large numbers of speakers of the same language, the local versions of ACP publications could be considered for similar projects in the region.

3.4 Identification of APPREB Objectives for 1998-1999

APPREB's broad goal of improving book production and reading promotion remains in place for the 1998-1999 biennium. Similarly, the originally-conceived objectives will continue to guide the operation of the Network .

Objectives highlighted for the 1998-1999 biennium are:

1. To assist in the development and strengthening of sound national book policies, which are essential to strong infrastructure for book production and reading promotion.

2. To substantially increase the number of lifelong readers, with special emphasis on children in rural areas.

3. To facilitate the distribution of reading materials among countries of the region, with special emphasis on minority languages shared between countries in the region.

4. To establish a comprehensive data base of book production and distribution and reading promotion activities and to produce a catalogue of all ACP master and local language versions.

5. To improve expertise of all types of personnel involved in the book chain - authors, illustrators, translators, editors, publishers, printers, distributors, booksellers and teachers/parents/community members.

6. To improve publicity of the network.

7. To seed innovative ways of promoting reading, such as the Periolibros Project of Latin America.

Concluding Remarks

Ms. Milagros del Corral expressed her sincere thanks to all the participants and to the ACCU for a very successful consultation.

She expressed strong faith in the value of the APPREB Network and reaffirmed that UNESCO was available to help in whatever ways were needed and possible, within the budgetary constraints.

Ms. del Corral also reminded participants of UNESCO's Participation Programme as being a further national level source of funding for projects. It would be important to stress that the proposal fell under the APPREB umbrella. She further expressed confidence that APPREB would continue to go from strength to strength.

Mr. Takao Tajima first expressed his personal thanks to the participants for their warm support. Organizing such meetings was no mean task, but ACCU had been happy to do so and he appreciated participants' response. Mr. Tajima looked forward to the mounting of the various projects which had been proposed. Mr. Tajima also thanked the Japan Book Publishers Association for their support.

On behalf of the participants, Mr. Cliff Benson expressed strong appreciation for the opportunity to come together as a group and share experiences and make plans with the common goal of improving book production and reading promotion in the region. He agreed with earlier remarks that we all (UNESCO, ACCU, participating countries and organizations) made up APPREB and not all of its activities depended on funding.

He expressed particular thanks to Ms. Milagros del Corral for making the effort to join us for the Meeting and contribute her ideas as well as reaffirming UNESCO's support.

He reaffirmed that participants would do their best to follow up on meeting decisions and discussion.

Finally, strong appreciation to the ACCU was expressed by the participants that APPREB was in very good hands as it entered the 1998 -1999 biennium.

The commitment and warm hospitality shown by all ACCU staff were warmly acknowledged.

At this point the Chairperson, Mr. Virgilio S. Almario, declared the Meeting closed.

UNESCO Report - UNESCO's Programmes for Books and Reading

Ms. Milagros del Corral
Director, Division of Creativity, Cultural Industries and Copyright, UNESCO

Thank you Mr. Chairman.

You can imagine what a great pleasure it is for me to represent UNESCO at this particular meeting. APPREB is a UNESCO baby and it was born with your co-operation in 1992; our friends of ACCU were in charge of the executive secretariat and they have done a marvelous job. This is why they have been re-elected. We are particularly proud to be improving and supporting activities in book development with such a prestigious body of experts and book-lovers.

First of all, I would like to explain something about the new Division which I am in charge of. As I mentioned previously in my opening address, the Division now covers much more than the previous one of Book and Copyright. You may perhaps have realized that the Division is now called the Division of Creativity, Cultural Industries and Copyright. Under "Creativity" attention and consideration has to be given to all the creative and artistic professions, from writers, painters, dancers, musicians, etc., to whatever artistic profession you may imagine. And this also includes handicrafts for example, which is a complex programme in itself. Under "Cultural Industries", we pay considerable attention to the audio-visual industries, to the record industry and to the multi-media industry as well as to book publishing. UNESCO wisely considered supports are being more and more convergent, and it makes no sense to isolate the treatment of books any longer. "Copyright" remains one of the main objectives. It is also the theme of the Symposium of the International Publishers Association (IPA) which will be held in January 1998. The Symposium will also have a UNESCO component and I myself am invited to give a keynote speech. We continue assisting countries in drafting, or updating, copyright laws, and training for copyright professionals, information activities, and publications in these particular areas. However, in today's digital environment it has become complicated to know exactly to what extent new multi-media products are protected by existing legal instruments. Although books will remain the major component of publishing, its present definition may have to be updated as well.

It is interesting to see that while having the same worldwide objectives, UNESCO has managed to adapt to various requirements in different regions. As members of APPREB, you know very well the kind of projects conducted in this part of the world. I will not go into details because I suppose ACCU will report and concentrate on particular activities that have been conducted under APPREB so far. But maybe you will be interested to know what other regions are doing, which is completely different from what you are doing. We had the opportunity to look at it globally when we organized the INTERBOOK meeting in 1996 where all our partners in the different regions met together and discussed the issue of books. In fact one of our present major concerns is the development of book policies, which implies diagnosis of the book situation at the country's level, and discussion with the different actors of the book community, including, of course, the government. Once we have the ideas and the visions of all concerned, we try to formulate a policy, or assist in formulating a policy which will become a governmental policy giving several kinds of support to the industry. However, support does not necessarily mean subsidy. Indeed, fiscal advantages and encouragement are the kind of stimuli to the book sector that have been successfully implemented in a number of countries.

One of the important components of national book policies has always been training. You know that UNESCO and ACCU in this region have been conducting training in the past decades. But we are now re-focusing training in publishing to include new technologies, paying particular attention to computer-assisted publishing, as well as to get familiar with Internet as a publisher. The way in which a publisher can find benefit in Internet so as to become a content provider, and how to promote conventional books by disseminating contents without passing through printing, or directly through electronic publishing, are some of the new components of our training activities in different countries.

We were also being very much solicited to put emphasis on the free circulation of goods, including books, of course, but cultural goods in general. You may recall that UNESCO had adopted in the fifties an agreement called the Florence Agreement specifically to facilitate the free circulation of cultural goods. This agreement is ratified by some 85 countries at present. The GATT Agreement recently adopted also coincided with the new awakening of Eastern European countries and their transition towards a market economy. In the central European region issues dealing with free circulation of books, specifically customs issues and taxes on books, are nowadays a major concern shared by UNESCO.

In the field of reading I already mentioned during the ACP meeting our famous Periolibros project which is in fact books printed on newspaper as a supplement to assist dissemination of books, or contents of books. This project has been very successful in Latin America, where we disseminate 4.5 million copies of a title as a supplement to newspapers every month. If it were not for newspaper channels we could not have achieved such an enormous print-run. The programme, having run for three years and being so successful, it was finally decided to extend it to other regions. A network of 19 Arab newspapers has been established and the first issue has just appeared during the General Conference of UNESCO one or two weeks ago. Kitab fi Jarida (Arab Periolibros) will continue for two years in its first phase. Unfortunately, this system would be inapplicable to Asia and the Pacific because of the language issue. You have so many different languages, whereas Latin America or the Arab World share a common language, which, with only subtle differences, is understood by everybody. However, I still think that it could be a very interesting way to explore for ACCU's book dissemination because you already have done the difficult work of translating and providing local versions of the ACP titles. So you may find a new way to exploit the impressive catalogue that ACCU has already assembled with the help of all the participants in this region.

UNESCO is particularly interested in promoting reading among young people, often solicited by so many leisure or entertainment activities. The 23 April, World Book and Copyright Day, is becoming a major date in the book world agenda and after only 2 years of existence has succeeded in mobilizing 48 countries to celebrate it.

We have also been promoting a literary prize, the "UNESCO Prize for Children's and Young People's Literature in the Service of Tolerance" since last year. The category for children up to 12 years was won by a British author and the category for young adults from 12 to 18 was won this year by a Chinese author. The prize was awarded at the Bologna Book Fair in the presence of the jury members chaired by Mrs. Mubarak, who is a respected book and reading specialist besides being the first lady of Egypt. This biennial prize encourages children's books to pass on the message of tolerance and solidarity of ideas that in this materialistic world seems sometimes forgotten.

Another international literary prize has been launched this year by UNESCO. It is intended for young authors expressing the problems and crisis of our day while looking towards the next century with hope and vision. It is hoped that this kind of stimuli which will help attract interest to the book world and to reading.

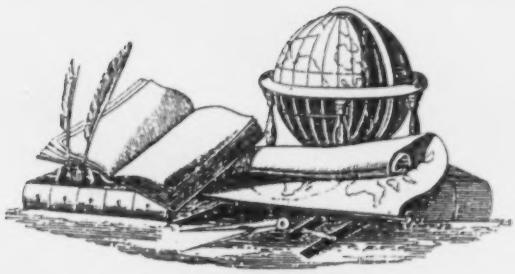
As far as new technologies are concerned, a very exciting new project related to reading promotionÂlthe UNESCO Cyber Readers ClubÂlhas been launched by UNESCO. There are many virtual libraries, you may say, but this will be a different one. First of all, because it will be really multi-cultural and not so Euro-centric as most of the existing ones used to be. Secondly, because the Cyber Readers Club has the ambition to stimulate interactive discussion on books and reading. We will be using information already at our disposal, for example, "Index Translationum" (UNESCO compilation of translated books published in CD-ROM every year) which provides information on every single translation of every title, thanks to the data provided by Member States. Such a huge task deserves appropriate exploitation worldwide. We would like our Cyber Readers Club to profit from this work and we intend to have PEN Club International cooperate in the selection of titles. But of course that does not mean excluding the co-operation of our partners such as APPREB, CERLALC in Latin America, APNET in Africa and others. I invite you to make proposals to us on the books you would like to be included. Precise information will be published in ABD magazine. The Cyber Readers Club will invite or stimulate young people to read a particular book or a particular author appearing on the bulk selection of the month and initiate the discussion on this reading exercise, so that we can eventually better understand how the same content can be perceived by young readers with different cultural backgrounds. This kind of activity has not been carried out on a worldwide level, although there has been some experience at the European level but not on a large scale. It is hoped that the Cyber Readers Club will contribute to attracting young cybersurfers to reading.

As for APPREB future activities, we are looking forward to listening to your proposals, but what I would like to stress once more is that we may have a reduced budget for these activities in the next biennium. So, when deciding and proposing activities we should try to efficiently invest every single dollar with a result-oriented approach. Whenever we adopt and conduct an activity under APPREB, a real impact is expected. Strategically thinking, a more effective follow-up and appropriate evaluation seems more than ever necessary also for training activities from now on. This is of the utmost importance if we are to improve the standard of publishing in Asia and the Pacific so that they become truly competitive on a world scale.

I would also like to have the attention of participants, particularly of those coming from the so-called most populated countries (nine countries altogether) which include India, Pakistan, Indonesia and Bangladesh. A commitment has been made by these nine countries towards increasing budgets for education from now to the year 2000. Education is the key factor for development and also the best way to control demography in this region, particularly where appropriate attention is given to the education of girls. Ministries of Education are going to have a more important budget for education in the years to come and this must also have positive implications for the book world in those countries.

The domestic book community has to benefit and has also to take responsibilities in this major endeavour. The opportunity for publishing growth is there in these countries if the domestic book community is mobilized accordingly and succeeds in showing its national potential. Preserving cultural identities also means ensuring a large variety of books and an increasing number of publishers in every country, ready to cope with national reading requirements for educational purposes. This must be a major concern for APPREB in the coming years. Your proposals will therefore be analysed based on cost-efficiency and accountability criteria and according to a strategic approach the outcome of which benefits the Asian and the Pacific readers.

I look forward to a very fruitful meeting and warmly thank ACCU for the kind hospitality and efficient action as APPREB Secretariat.



1. ACCU and APPREB

Since 1971, ACCU has been carrying out regional programmes in areas of book development, literacy and culture in Asia and the Pacific, with the support and assistance of UNESCO and the UNESCO Member States. As with all programmes, those in the area of book development are planned and conducted so that they will contribute to cultural development as well as mutual understanding among the Member States. Some of the main programmes are as follows:

1)Training of book personnel such as publishers, editors, writers, illustrators, etc. in Tokyo as well as in respective Member States
2) Regional joint production of quality books for children, Asian/Pacific Copublication Prgramme (ACP) and
3) Publication and distribution of a journal for book-concerned people, "Asian/Pacific Book Development" (ABD).

The regional network for book development and reading promotion was established through such programmes. Based on its wide experience and the network it has formulated, ACCU was unanimously recommended at the Asia-Pacific Cooperative Programme for Reading Promotion and Book Development (APPREB) Regional Consultative Meeting in 1992 to act as its regional coordinating secretariat, in order to effectively promote APPREB and to achieve UNESCO's goals.

Since then, ACCU has promoted regional activities under APPREB in cooperation with UNESCO and, at the same time, helped coordinate several sub-regional and national activities in the area of book development and reading promotion, with the support of the Member States and related organizations.

2. ACCU's APPREB Activities in the 1996 - 1997 Biennium

1) 1997 APPREB Regional Consultation

Venue: Tokyo
Dates: 20-21 November 1997
Participants: 22 countries in Asia and the Pacific: Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Iran, Japan, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Papua New Guinea, Philippines, Rep. of Korea, Sri Lanka, Thailand, Viet Nam. and 2 organizations: - Afro-Asian Book Council and the University of the South Pacific

Organized jointly with UNESCO, the main objective of the meeting was, first of all, to identify most present needs related to book development and reading promotion in respective countries as well as to discuss and suggest practical ways for possible solution. Secondly, ways to strengthen APPREB network and promote inter-regional co-operation were discussed. The meeting also reviewed the programmes conducted in the 1996 - 1997 biennium and suggested future plans for APPREB including activities in 1998 - 1999 biennium.

2) Regional Training Course on Book Production in Asia and the Pacific in Tokyo

The Training Course on publishing and reading promotion at regional level has been conducted annually by ACCU in Tokyo. The two courses held in the 1996 - 1997 biennium are as follows and the topics for the courses in 1998 and thereafter will be decided with the consultation of the member states. Training of personnel related to various aspects of book production and promotion will continue to be strengthened.

1996 Training Course
Theme: "Making Good Design in Desktop Publishing and Multimedia"

Dates: 18 September - 5 October 1996
Participants: 21 participants from 20 countries Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Iran, Laos, Malaysia, Myanmar, Nepal, Pakistan, Papua New Guinea, Philippines, Rep. of Korea, Sri Lanka, Thailand, Viet Nam, Fiji, Kenya

The course aimed at providing designers and layout artists with practical training to improve their design skills along with useful information for making quality publications through DTP. By the end of the course a full-colour publication introducing countries of all the participants had been produced using DTP applications.

1997 Training Course
Theme: "Production of Periodicals for Children"

Dates: 1 October - 15 October 1997
Participants: 22 participants from 21 countries Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Papua New Guinea, Philippines, Rep. of Korea, Sri Lanka, Thailand, Viet Nam, Fiji, Tonga

At the Training Course on Production of Periodicals for Children, Tokyo, October 1997

Designed for editors, publishers, etc. engaged in children's magazines, as well as experts in education, the course offered the participants lectures on children's magazine publishing theory by experts in the field, on topics such as the role and possibilities of magazines for children, as well as providing them with a practical workshop to plan magazines or produce supplementary kits for children's magazines. Observation tours to publishers of children's periodicals were also conducted.

Main topics of the courses conducted in 1983 - 1997

1. Children's Book Production Series (1983-1987)
   - Editing
   - Illustrating
   - Book Designing
   - Writing
   - Translating
2. Promotion of Reading Habits Series (1988-1989)
   - Part I
   - Part II
3. Science Book Production Series (1990-1992)
   - Editing
   - Illustrating
   - Writing
4. Book Distribution and Marketing Series (1993-1994)
   - Distribution
   - Marketing
5. Computers in Publishing Series (1995-1996)
   - Utilization of Computers
   - Designing by DTP
6. Children's Periodicals (1997)
   - Production of Periodicals for Children

3) Asian/Pacific Copublication Programme (ACP)

The purpose of the Asian/Pacific Copublication Programme is to get the Asian/Pacific countries to cooperate in supplying large quantities of low-priced but high quality books for children in their respective countries through developing indigenous publishing, and to promote mutual understanding and a sense of solidarity among them.

This programme is possible through the co-operation of National Agencies in the respective countries who, in close collaboration with the publishing bodies in their countries, are responsible for sending delegates to the regional planning and editorial meetings, preparing manuscripts, illustrations and photographs, and publishing books in their own languages based on the master versions published by ACCU. So far 26 titles have been published, and they have been published in 37 vernacular languages in 27 countries all over the world. ACCU assists the publication of vernacular versions in Asia and the Pacific by providing them with film positives and funding. For details on the ACP past titles and national versions, refer to the ACCU Report on ACP.

New Publication *"WATER"*

The master version of *"WATER"* which is the second title in the ecology book series following *"TREES"* (1995), was published in March 1997.

Regional Planning and Editorial Meetings

1996: Meeting of the Editorial Committee

Venue: Tokyo
Dates: 3 - 5 December 1996
Participating countries: 8 countries
China, India, Japan, New Zealand, Pakistan, Papua New Guinea, Philippines

1997: Meeting of the Planning Committee

Venue: Tokyo
Dates: 19-20 November 1997
Participating countries: 20 countries

Original English editions and vernacular versions of books under ACP, with its latest publication, *WATER*

Bangladesh, China, India, Indonesia, Iran, Japan, Lao PDR, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Papua New Guinea, Philippines, Rep. of Korea, Sri Lanka, Thailand, Viet Nam

4) Publication and Distribution of the quarterly periodical, *Asian/Pacific Book Development* (ABD)

"Asian/Pacific Book Development" (ABD) is a quarterly periodical published since 1969 providing news and information on the situation, current events and interesting topics related to publishing and book promotion in Asia and the Pacific countries, with the cooperation of UNESCO Member States. Activities and programmes conducted under APPREB are published in special APPREB pages in ABD and circulated widely. ABD is composed of two sections, one a feature section which covers vital issues on publishing today, and the other a section of contributions by ABD national correspondents in 22 countries. 4 issues each in Vol. 27 and Vol. 28 have been published in 1996 and 1997. Articles on ABD are translated and reproduced in magazines or newletters in the respective countries.

Featured topics of Volume 27 and 28

Vol. 27 No. 1 "Bookshops in Asia"
No. 2 "Children's Books"
No. 3 "Multi-lingual Situations in Asia and the Pacific"
No. 4 "Publishing in Asia"
Vol. 28 No. 1 "Textbooks"
No. 2 "Training of Book Personnel"
No. 3 "Magazines in Asia and the Pacific"
No. 4 "Promoting Books in Rural Areas"

3. ACCU's Other Book Development Activities

1) Animation Co-production Programme in Asia and the Pacific

This programme is aimed at producing animation videos of folktales in Asia and the Pacific for promotion of literacy and reading. The titles are basically selected from the six-volume ACP book, "Folk Tales of Asia". So far, three titles based on stories of three Asian countries have been produced by studios of respective countries.

Introductory Title: *"Once Upon a Time ..."*
Vol. 1 *"The Princess of Lotus Flowers"* (China)
Vol. 2 *"The White Elephant"* (India)
Vol. 3 *"The Dog Who Wanted to Be the Sun"* (Thailand)

2) Noma Concours for Picture Book Illustrations

Organized biennially by ACCU in order to encourage illustrators in Asia/Pacific, Africa, the Arab States and Latin America/Carribean, who have little chance of having their books published, and also to promote children's book publishing in the respective countries.

ABD Volume 27 and 28

The prize-winning works are widely introduced through various publications and exhibitions in Tokyo and other cities in Japan as well as in Bratislava, Slovakia.

4. APPREB Network and Information

During the 1994 - 1995 biennium, a brochure and poster to promote APPREB were published with the assistance of UNESCO. They are being distributed to various book-related organizations. Information on APPREB is also published regularly in the newsletter, *ABD*.

APPREB was publicized at Tokyo International Book Fair in January 1996 and February 1997. It was also exhibited at the recent Fair in January 1998. Promotion of APPREB was conducted at major meetings and symposiums held bt UNESCO and other international organizations. ACCU attended the INTERBOOK Meeting in May 1996.

5. APPREB Sub-regional and National Level Programmes

From among the various recommendations and proposals made at the 1995 Regional Consultation Meeting in Bangkok, Thailand, the following 3 national activities were conducted in the 1996 - 1997 biennium. A sub-regional programme is also planned.

1) Sub-regional Human Resources Training Course on Publishing

Organizer: National Book Trust, India
Venue: New Delhi, India
Dates: 15 - 22 December 1997
20 participants from India, and others from Bhutan, Bangladesh, Nepal and Sri Lanka

2) National Training Course on Electronic Publishing in China

Organizer: The Publishers Association of China
Venue: Beijing, China
Dates: 20 - 25 October 1997
32 participants

3) National Training Course on Children's Books in Bhutan

Organizer: Bhutan National Commission for UNESCO
Venue: Thimphu, Bhutan
Dates:20 - 24 October 1997
30 participants

4) National Training Course on Children's Books in Samoa

Organizer: National Univeristy of Samoa (formerly Teacher's College), Samoa
Venue: Malifa, Samoa
Date: 20 - 25 October 1997
15 participants

6. APPREB Activities 1992 - 1995

Within the framework of APPREB, various sub-regional and national activities were conducted after the network was established and ACCU took office as its coordinating agency. The programmes were decided after thorough discussion at Regional Consultation Meetings and conducted in countries with the highest priority. The results are highly appreciated by concerned people in the region as well as in other parts of the world.

Activities: 1992 -1993

1) Preparation of standards and training manual for establishing village libraries (for Southeast and South Asia)
by Dewan Bahasa dan Pustaka (Malaysia) in co-operation with International Publishing Development Programme (India)

2) Formulation of national book policy and review of national book councils (for South Asia)
by Afro-Asian Book Council

3) Educational publishing project (for the Pacific)
by the University of the South Pacific

Activities: 1994 - 1995

1) Survey on Reading Needs

1994 Southeast Asia
by Children's Cultural Center, Deparment of Literature and Mass Culture, Ministry of Information and Culture (Laos)
1994 South Asia
by the National Book Foundation (Pakistan)
1995 The Pacific
by the Minsitry of Education (Tonga)
1995 East Asia
by the Mongolian National Commission for UNESCO (Mongolia)

2) Sub-regional Workshop on Formulating Effective Strategies for Promoting Reading in Rural Areas

Venue: Dhaka, Bangladesh
Dates: 6-8 January 1995
Organizers: National Book Centre of Bangladesh, ACCU
25 participants from Bangladesh, India, Nepal and Pakistan

3) Sub-regional Consultation on Free-Flow of Books

Venue: New Delhi, India
Dates: 27-28 December 1994
Organizer: Afro-Asian Book Council (India)
18 participants from Sri Lanka, India, Malaysia and Nepal

4) Sub-regional Training Workshop on Book Production in the Pacific

Venue: Suva, Fiji
Dates: 20-28 February 1995
Organiaer: University of the South Pacific andACCU
15 participants from Cook Islands, Fiji, Marshall Islands, Nauru, Solomon Islands, Tonga, Tuvalu and Western Samoa

7. ACCU's Policies for APPREB

As the Regional Coordinating Secretariat of APPREB, ACCU will further promote books and reading in the region in co-operation with UNESCO, its Member States and other related international and regional organizations.

In order to achieve its goals, ACCU will: 1) look into the most pressing needs and problems common in the region so that programmes will be co-ordinated reflecting those needs and problems, 2) make further efforts to upgrade the quality of reading materials in the region, 3) encourage projects to provide reading materials to those who are in need, 4) provide information on books and reading to concerned people in the region, and 6) strengthen inter-regional co-operation as weil as co-operation between various international sectors and organizations of other industries.

Sub-regional Human Resources Training Course in India

15-22 December 1997
New Delhi, India
National Book Trust, India

A sub-regional Human Resources Training Course on Book Publishing under APPREB Programme for 1996 - 97 was organized by the National Book Trust, India at Vishwa Yuvak Kandra, New Delhi from 15-22 December 1997.

The objective of the training course was to provide basic skills to the personnel from State Resource Centres of Adult Education in India engaged in publishing adult education material. This was considered desirable because a lot of such material was being produced by the middle to top level personnel of the centres who have had little opportunity to acquire any professional training in the production and distribution of publications.

The National Book Trust invited resource persons from twenty State Governments of India and one participant each from five South Asian countries, viz. Bangladesh, Bhutan, Nepal, Pakistan and Sri Lanka. In all 16 persons participated inthe training course - one each from the states of Orissa, Haryana, Jammu & Kashmir, Andhra Pradesh and four participants from South Asia viz., Bangladesh, Bhutan, Nepal and Sri Lanka. Four senior personnels of the publication wing of the National Book Trust also took part in the programme.

The faculty consisted of the leaders of the Indian book industry and trade besides registrar at copyright of India. Mr. Abul Hasan, Director, Afro-Asian Book Council acted as the Technical Director of the training course.

The programme was spread over seven working days which an endeavour was made to cover the whole spectrum of book publishing. Fifteen lectures were delivered covering different aspects of editing, book design and illustrations, book production, sales and marketing and distribution. Lectures were also delivered on allied areas like copyright, co-publishing and role of libraries. The emphasis was on low cost production and distribution since the trainees were by and large handling material which called for low production cost. An overview of the Indian book publishing scene was also included as a starter of the programme.

The programme began with a welcome address by Dr. Sumatheendra Nadig who alluded to the various problems faced by the Indian Book Industry and observed that these were more or less common with other countries of South Asia. In this connection he stressed the need for regional cooperation and hoped that the training course would help the participants to identify possible solutions to their common problems and issues. Dr. Nadig also emphasized the need for developing and bringing out low cost publications and distributing them widely and taking them to the readers wherever they may be.

After introduction of the course by Dr. Varsha Das, Chief Editor and Joint Director, NBT, Mr. R. R. Basgupta, Secretary, Department of Education in the Ministry of Human Resource Development, Government of India, inaugurated the training course. In his inaugural address he stressed the need for organizing such training programmes to enhance regional cooperation in the dissemination of knowledge. The inaugural session was concluded by a vote of thanks by Mr. Durgadas Gupta, Director, National Book Trust, India.

The 7-day training programme had lively discussions after each lectures and gave new insights to the participants in their respective areas of specialization. Besides theoretical lectures, the training programmes consisted of field visits to a publishing house and one printing press. In addition, practical exercises were also held in proof-reading, editing and dummy making. Within a short span of seven days the training programme included almost all important aspects and areas of book publishing in addition to practical work and field visits. Towards the end of the training course evaluation questionnaire was distributed to all the participants, ten of whom responded. All the participants found the course useful and nine observed that the standard of instruction was satisfactory. All the participants replied that the course would help them to perform their duties in their respective organizations more effectively.

At the end of the training course, there was a valedictory session at which the Chief Guest was Mr. Veera Raghavan, formally Secretary in the Ministry of Human Resources Development, Government of India and now Director of Bharatiya Vidya Bhavan. Mr. Veera Raghavan, in his brief speech, observed that despite the onset of the electronic media, the book industry had a bright future, since books had certain qualities not represented by any other media. He advised that the book trade must tie up the loose ends and ensure that books reach the ultimate reader. He also stressed

the significance of human factor in book publishing and the need to achieve cost effective book production.

Dr. Sumatheendra Nadig, Chairman, National Book Trust, India, also addressed this session in which he expressed concern about the readers in far flung areas and remarked that if it was difficult to take the readers to the book, let books be taken to the reader.

After the award of participation certificates to the trainees by the Chief Guest, Mr. Veera Raghavan, one local participant and one from other South Asia gave their impressions about the training programme which were found very useful and thanked the organisers, the course director and the resource persons for the valuable knowledge imparted during the training course.

On behalf of the organizers, Dr. Varsha Das, Chief Editor and Joint Director, National Book Trust, firstly thanked all the participants, resource persons, dignitaries and invitees and all those involved in training programmes for their valuable efforts to make the programme a success. She also thanked the Asia/Pacific Cultural Centre for UNESCO for the financial assistance it provide to enable the National Book Trust to organize this training course.

National Training Course on Children's Books in Bhutan

20-24 October 1997
Thimphu, Bhutan
Special Commission for Cultural Affairs and
Bhutan National Commission for UNESCO

Background

The workshop was conducted by the Special Commission for Cultural Affairs in conjunction with the Bhutan National Commission for UNESCO to meet two main objectives. While the ultimate objective was to create awareness and generate interest in the area of children's books, the hidden agenda was also to stimulate these writers editors and illustrators to use themes derived from culture and religion. Both the western and traditional approaches to writing and illustrating were shown.

Bhutan, like so many other countries in the world, has a rich oral tradition (folktales, legends, myths, ballads, songs, parables, historical stories, etc.). Slowly over the years, these traditions are in the danger of being lost for all posterity if not recorded in time. The underlying objective was also to get the children's writers, editors and illustrators interested in writing down these oral tradition of written literature which can be tapped to include writing for children on various themes.

The entire workshop consisted of two main parts–workshop and publication of children's books which included theory, discussion and practical group sessions.

First Phase

In the first activity under this phase, selected resource persons lectured the participants in their search for possible themes, basic methodology of developing a story, etc. The second activity discussed the current situation of children's books in Bhutan: what needed to be done to promote this area; and what would be the future scenario? Participants from relevant areas like the literacy section of ht Kuensel, the children's programme of ht BBS in Dzongkah and the UNICEF section responsible for bringing out children's literature were invited to share their experiences, challenges faced, current situation and the future prospects. It was hoped that this would start up some productive discussions and recommendations form the participants. In the third activity, the participants broke into groups headed by a relevant resource person. Each group presented their stories with illustrations. Here because of the time constraint, it was not possible for every individual to present.

Second Phase

This phase will start right after the completion of the workshop. It is hoped that the workshop will act as a forum for the writers, illustrators and editors to not only gain basic training in the various aspects of putting together children's books but also to provide opportunity for them to know each other. This network among like minded and talented people will act as an impetus for producing better quality books in the future. Entries of folktales, legends, myths, etc. in the form of stories with illustrations, cartoons and comics will be collected, edited and printed. The printed collections will be distributed throughout the kingdom as reading materials for children. These works will initially be produced in Dzongkha (the national language) to be reproduced in English at a later date.

Resource People

Resource people were cultural experts, well known Bhutanese writers and artists trained in illustration, design, layout and production skills. There were a total of 9 resource people and one rapporteur.

Participants

There were 30 participants comprising of writers, illustrators and editors form all walks of life. Emphasis were given to those participants who applied from NGOs, freelance writers and artists and private sectors and other relevant organizations.

Primary Goal

To provide training to writers, editors and illustrators for producing high quality and creative children's books in Bhutan using both the traditional approach completed by the western style.

Target Activities

The first phase, i.e. the workshop consisted of 3 main activities:

1. Lectures on themes (culture and religion), writing (development, language, editing, proof-reading) and production (illustration, design & layout, printing)
2. Discussion on the current situation of children's books in Bhutan
3. Practical Group Sessions (hands-on)

Language

The entire workshop was conducted in Dzonkha except certain sections where the western approaches to writing and illustrations were covered.

Training Course on Electronic Publishing in China

9-16 November 1997
Beijing, China
The Publishers Association of China

Under 1996-1997 APPREB programmes, the Electronic Publishers Association of China successfully held the national training course on Electronic Publishing from 9 to 16 November 1997 in Beijing.

Thirty participants from 30 publication administrations and publishing houses from over 20 provinces in the country attended including editors, administrators and engineers, etc.

The course began with a general introduction to the computers and their technical terms. Then basic knowledge theory on hardware and software were taught in detail, especially concerning technology in multi-media and Internet.

While studying the theory, the participants visited successful domestic electronic publishing companies, for example, Beijing Yin Guan Electronic Science and Technique Corporation, Jing Pan Corporation, Wan Fang Ltd. Corp., etc. They not only practised manufacturing skills, but were taught the theory of market and distribution. Lectures on electronic publishing industrial policies, related laws and regulations as well as copyright protection were given. Participants also visited Beijing EP products distribution market, where they learned about the present quality and quantity in the electronic publications market.

All the participants paid much attention during the training course, and they maintained an earnest and active attitude all the time, raising questions and exchanging opinions. The course proved effective and participants were able to acquire understanding and necessary knowledge, and further strengthen their ability. It has served to balance and improve the level of electronic publishing in China.

Writing Workshop for Children's Books in Samoa

14-24 October 1997
Malifa, Samoa
National University of Samoa

Introduction

This workshop was held at Faculty of Education, National University of Samoa on the 14-24 October 1997. The participants were mainly teachers who were working in the literacy field. Most have had experiences in writing and a few have had at least one book published. There were teachers from primary shcools both government and mission as well as curriculum developers and teachers trainers.

Aims of the Workshop

It was intended that the workshop will provide opportunities for the participants to write a number of readers aimed at the lower and middle levels to support the literacy programmes in schools in Samoa.

Objectives and Process

Each participant was expected to complete the text of at least one reader as well as complete some of the tasks that were part of the process of hte training course. Some of these activities included theme writing, rewriting legends, using collages for illustrations, experimenting with portrait and landscape layouts and editing texts. Some of this work was done individually while others involved the participants in collaborative group work. It was suggested that people may wantto co-author books.

Resource Persons

The two resource persons who provided the main input into the training course were locally renowned

Donna Kamu who has published a number of her own books for children and Momoe Malietoa Von Reiche who is an artist, a sculptor, a poet as well as a writer of children's books. Momoe also runs an art gallery which holds periodic performances in dance drama. The two provided a rich programme which kept the participants fully engaged and contributed in no mean way to their high productivity.

Workshop Outcomes

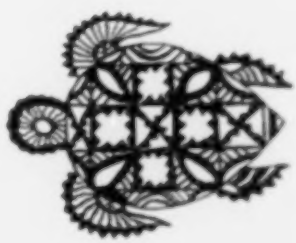
Of the fifteen participants, fourteen were able to complete more than one text of a book. One prolific writer completed 20 texts, fifteen of which followed one theme. One writer was able to complete the whole book including illustrations in one week.

The outcomes of the training course far exceeded expectations. Fourteen writers are now highly motivated and wish to form a writers group to help each other in the production and printing of books. The initial print run of the fourteen books (one from each writer) from this workshop which are hoped to be printed will be given to the Department of Education for use in the schools in Samoa. Printing costs in Samoa are quite expensive. However, It is expected that the cost for an eight page A5 book for a run of 4,000 copies is about $3,200ST for black and white and about $4,500St for colour.

Follow-up Work

After the workshop, participants made the decision to re-convene after three weeks to enable the illustrators to complete the art works in the books. The participants met again on 14 November 1997 and have made the decision to form themselves into a non-governmental organization with the sole purpose of writing and publishing books for children. The name of the organisation is EVAITUSI. The group intends to register as an organisation as soon as the required documentation and a constitution is organized. The ACCU should expect to hear more fromthis organisation.

The process of getting the other books from the workshop ready for publication will continue. Funds will be solicited from a variety of sources to enable as many books as possible to be printed. From the current national workshop funds, it is anticipated that only three or four books can be printed. This is a beginning as a great deal of enthusiasm and interest has been generated to make this an on-going concern.



Sub-regional Consultation on Easy Flow of Copyright for Intellectual Property

7-8 February 1996
New Delhi, Inidia
Afro-Asian Book Council

A two-day consultation on easy flow of copyright for intellectual property in South Asia was convened as a UNESCO/APPREB project by the Afro-Asian Book Council (AABC) on 7 and 8 February 1996 with 25 participants from 8 countries in Asia and Africa (viz. Bangladesh, People's Republic of China, India, Malaysia, Mauritius, Nepal, Sri Lanka, and South Africa). The programme was intended to bring the non-adhering countries within the copyright fold under a sub-regional copyright convention applicable to South Asia.

In South Asia, all the seven Member States except Bhutan and Maldives have a national copyright protection law and Nepal does not adhere to any international copyright convention. This apathy about copyright protection is not due to any lack of sympathy with the copyright owner, but because of a variety of reasons including lack of information and professional expertise, absence of motivation and non-existence of a proper mechanism to negotiate copyright deals. This not only curbs intellectual creativity but also results in financial losses to governments and copyright owners.

Representatives were invited from the concerned public and private sectors in South Asia, to discuss the copyright situation in each country and problems being faced by them in formulating or enforcing copyright legislation and to suggest ways and means of facilitating the observance of copyright protection. Furthermore, the possibility of formulating a South Asian Copyright Convention (without prejudice to the already existing international Copyright Conventions viz. Berne and UCC) on the lines of the Arab Copyright Convention 1981 that came into force in 1985 and has since been adopted by a few Arab States was explored.

In order to decentralize the project activities, it was originally planned to hold the Consultation in Colombo on 26 and 27 November 1995; however, due to the uncertain political situation in Sri Lanka, the Consultation was postponed, the venue was changed from Colombo to New Delhi, and the dates were also revised.

The main achievement of the activity was the unanimity among the participants on designing a special Sub-regional Copyright Agreement to suit the South-Asian situation and requirements. A consensus was also reached on the desirability of the two non-adhering countries in the sub-region to frame their own Copyright law for the protection of rights both at national and international levels. It was also emphasized that the South Asian Copyright Agreement should be framed without prejudice to the already existing international copyright convention.

An unforeseen result was that the Afro-Asian Book Council itself was entrusted with the task of drafting the special agreement in concerned government and non-government organizations. Another unexpected development was the awareness created among the participants from outside South Asia viz. China, Malaysia, Mauritius and South Africa, about the need to streamline their respective copyright laws so that copyright protection is adequately enforced at national and international levels.

Resolution

This sub-regional consultation on easy flow of copyright:

a) recognizing that copyright protection is necessary to promote creativity, to stimulate talent and to sustain progress,

b) noting that many countries in the developing world do not adhere to any international copyright convention and some do not have even a national copyright laws,

c) realizing that even countries having legislative provisions to protect copyright encounter various difficulties in enforcing the copyright law both at national and international levels,

d) feeling that there is need for sub-regional cooperation to develop copyright awareness and enforcement of copyright law with a view to initiation the transfer of right in South Asia'

Recommends that:

1) South Asian countries which have not yet enacted the copyright legislation might consider doing so, if necessary, in consultation with other countries in the sub-region.

2) Non-governmental agencies like copyright societies and copyright councils be set up at the national level with government support to carry out collective administration and protection of copyright.

3) Without prejudice to the international copyright conventions, a South Asian Copyright Agreement be drafted to facilitate the flow of rights in the sub-region, containing such provisions as concessional royalty rates, and avoidance, if not total exemption, of passages for which a compulsory license could be issued for reproduction and translation of works on different subjects, as envisaged in the 1971 Paris Revision of UCC and Berne Convention.

4) The Afro-Asian Book Council might undertake the drafting of a special South Asian Copyright Agreement in consultation with the concerned government and non-government agencies at the national, sub-regional and international levels.

National Reading Survey in Mongolia

Mongolian National Commission for UNESCO
Mongolia

Now Mongolia is in the midst of a transition from socialism to a market-oriented society. Due to this transition there are many changes in political, economic and cultural life of the country.

In such circumstances the National Reading Survey conducted from June to November 1995 is of vital importance. One of the peculiarities of this survey is that it had been conducted in the period of social changes so that we could see and compare the book development and publishing activities in the past and today For example due to the privatization process which took place in 1992 in Mongolia, all publishing houses (which were previously all state owned) have been privatized so that their management and organization have changed. First private small publishing and printing shops have been appearing. Similarly according to the changes in lifestyle and employment, character of the people, their educational needs and cultural level have been in a state of flux.

Goals of the Survey

In this connection the Survey Conducting Group had been established, composed of educationists and researchers, to attain the following goal:

1. To study the current situation of the cultural and educational level of the cultural and educational level of the population in preparation for the activation of literacy and book promotion in order to prepare future programmes.

2. To determine actual reading needs of the population in order to prepare future programmes

The procedure of the Survey

1. The Survey Conducting Group collected necessary information from various sources. (study of documentation, meeting with appropriate people)

2. Based on the collected information a questionnaire form was developed to determine what people read today, what their interests are, and how to promote reading among them.

3. Working Group members assisted by education centre specialists met with people in rural areas to ask them to fill out a questionnaire form and to interview them, as well as to acquaint themselves with local library and bookshop activities. Several members of the Working Group were in Ulaanbaatar city.

4. When all questionnaire forms were filled out they were collected and analysed.

There were some difficulties in collecting actual data on the present situation of publishing activities in the country due to the lack of coordination of their activities. At the same time the transportation system to rural areas is rather inadequate so that the survey could not cover the rural people who suffer from the lack of newspapers, books and any other information.

Findings

1. People today hardly read any books. There are many social and economic reasons for this. 80 % of the surveyed answered that they do not read.

2. Main reading source in Mongolia is newspapers. Interesting data show that the number of books published has decreased, but the number of newspapers has increased significantly.

3. The reading needs of the population can be determined as follows according to the target groups.

Target groups	Reading needs
Rural women	health education, traditional technology, family planning
drop-outs	interesting, useful, life-oriented reading materials
unemployed	income-generating methods, life-oriented materials
school age children	foreign language materials, particularly English, as well as interesting literature
general public	market economy knowledge, health education

Based on the results, particularly in reading interests of the population, concrete book development and promotion policy should be developed immediately.

As mentioned in the survey, people need to get useful and relevant information regarding healthy living, income-generating skills, and how a market economy works.

In rural areas Learning Centre activities should be promoted based on local library resources to cater for reading and educational needs among the population.

As our study and many interviews with people show, that the value of education is being ignored today. Therefore TV and mass media in cooperation with educational organizations should be encouraged to make people aware of reading.

Children in Mongolia are the main concern and care of the country. In this connection, children's book development should be adequately promoted. A children's publishing house needs to be set up.

Finally I should like to say that conducting of the survey taught us many valuable lessons. It was our first experience to make a study of the reading habits of the population.

National Reading Survey in Tonga

Ministry of Education, Tonga

Aims and Methods

In 1995, a reading survey was conducted under APPREB by the Ministry of Education in Tonga. Prior to the survey, no information regarding the available reading materials in-country or on the tastes of the reading public were available. The primary aims of the survey included; 1) students'/teachers' views of reading and perceived reading problems, 2) availability of existing reading materials to the public and school population, 3) reading needs/preferences/habits of school children/students, 4) support facilities for reading (libraries, etc.), 5) recommendations/views to promote reading.

Four questionnaire surveys comprising multiple choice and short answer items were designed, targeted at primary school children, junior and high school students, teachers and librarians of public and schoöl libraries.

Findings

The majority of children who responded to the query on whether they can read answered positively from ages 7 and above. It is understandable that 75.9% of those in the ages 5-6 answered that they can't read, as many of them have just started formal schooling. The teacher is responsible for having taught the majority to read, followed by mothers, then fathers. A rather high majority state that they have books at home but the reverse may be so for children in the outer islands given the lack of bookstores. A similar majority state that they read at home, but the reality is that about half of 5-8 year olds rely on parents and other members of the family to help them read. It was found that high percentage in all the age groups are encouraged to read, about half of them think that illustrations followed by large prints help them most in understanding what they read.

Reading seems to be the most favoured pastime for junior and high school students. To them, magazines, comics and cartoons are the general favourites, followed by adventure stories and mysteries. The majority find that they are most comfortable when reading in Tongan, and almost half get their books from their school libraries. Given the general lack of bookstores, limited supplies, and low purchasing power of the majority of the population, it is highly possible that the majority of school students have not bought any books to read. This is evident in the item asking whether they find it easy to get books they want to read. Many say no and the main reason given are that they are not available in the school library or bookstores and that the books are too expensive.

Almost half of the respondents think that good readers "understand what they read" and that "they read a lot", especially in "their spare time", followed by a belief that good readers are "naturally interested in books" and "read fast". Even though a fair number believe that they are good readers with the main reason attributed as suggested earlier, to an "understanding" of what they read and "frequent reading" an increasing number across the age band believe that they are not good readers. The main reason they come up with this is the "difficulty of the text", followed by "lack of access to books", "limited reading practice" and "laziness/poor concentration". When queried on discouraging factors for their reading, "difficult language" (again) and "boring content" emerge as the main reasons, followed interestingly by "mockery from friends/classmates". As for primary school children, the main sources of encouragement for reading are parents and teachers, especially mothers. On reasons to promote reading, "improving English", "increasing one's vocabulary and knowledge" are the primary reasons. As similarly found in the responses of primary children, it seems that many see reading only as "reading in English" and linked to academic performance. It is possible that the lack of reading materials in the vernacular may have influenced their perception of reading in "English" only.

Almost all teachers agree that reading develops the child educationally. The main problem they believe in developing reading in their schools is the limited number of books available for all levels, followed by limited time allocated for reading. Other reasons given include children not interested in reading, poor teaching approach, and reading being not a priority for teachers and the school. Providing interesting reading activities and materials was the most popular suggestion to improve reading in their respective classrooms, followed again by the need to allocate more time for reading and to implement reading programmes. For the schools, the most frequent suggestion is to set up a promotional reading week and a compulsory reading time, followed by ensuring reading spaces for reading and seeking parental and community help.

Summary

The survey highlighted the need to take into account the reading preferences and needs of various levels of the population. A hundred percent of those surveyed are aware that there is a need for more reading materials in the vernacular and it is most likely the reason many are not habitual readers because a reading habit in the vernacular was not possible to be cultivated in the early years given the lack of available printed readers. There is thus an urgent need for various incentives, both from the government and the private sector, to flood the kingdom with reading materials and to ensure that a proper distribution network be established to ensure that these materials will reach all the sectors of the population, particularly in rural areas and outer islands.

From among the many recommendations to the government, the education systems/teachers, and the parents in order to promote reading in Tonga, it was strongly emphasized that better recognition should be given to the importance of reading by the educational authorities.

Some of the reports of sub-regional and national activities

Note: Reports of the following activities conducted in the 1994-1995 biennium are included in the 1995 APPREB Regional Consultation Report.

1. National Reading Survey in Laos
2. National Reading Survey in Pakistan
3. Sub-regional Consultation on Free-Flow of Books (South Asia)
4. Sub-regional Workshop on Formulating Effective Strategies for Promoting Reading in Rural Areas (South Asia)
5. Sub-regional Training Workshop on Book Production in the Pacific (Pacific)

Bangladesh

Rashid Haider
Director, National Book Centre, Bangladesh

Introduction

In the earlier country report from Bangladesh, the areas identified for APPREB support were: regional cooperation in co-publishing and adaptations, book distribution network, children's book production and strengthening of reading promotion effort.

Training of personnel related to various aspects of book production is most crucial in book development. This report shall attempt to highlight the constraints and difficulties experienced by the book industry in Bangladesh with particular reference to the dearth of experts in the various aspects of book production. Since the last country report on Bangladesh in 1995, there has been some significant development in the book publishing sector of Bangladesh. As reported earlier, Bangladesh adopted a book policy in 1994, which is being gradually implemented through a permanent implement Implementation Committee monitored by the Ministry of Culture. The National Book Center of Bangladesh has also taken up a series of programme to support Book Development activities in the country.

In effect Bangladesh has seen very little of the UNESCO/APPREB network activities for the last five years except for the workshop held in Dhaka towards the development of materials for neo-literates. So far no activity has been organized nationally or regionally to achieve co-publication of children's books. This is an area which needs to be activated. Nevertheless, some training programmes have been undertaken nationally by the NBC in Dhaka which were conducted by the local trainers. Despite constraints, book development has progressed as will be seen from the level of titles produced each year shown in the table here.

Present Situation

On an average Bangladesh now produces over 20,000 titles every year. Although figures for this year have not been finalized, it is expected that the number of new titles would be on the increase.

There has been a tremendous development in the technology for the production of books in Bangladesh. All grades of quality papers, along with printing inks and other necessary accessories are allowed to be imported into Bangladesh. The latest, most efficient versions of DTP and multimedia computers and processors are available in the country for making camera-ready copy for both Bengali and English books. The technology for color scanning and high quality printing is now well established. The skills to operate such equipment produce excellent results which have been demonstrated in the production of a number of coffee table editions on various topics by publishers in Bangladesh.

Traditionally textbook publishing dominates the main activities of the publishers. However it seems that the printing presses or the printing contractors have an advantage on professional publishers. The printing press has therefore registered themselves as publishers, taking up a large share of the business controlled by the NCTB. The National Book Center has been actively working to help develop professional skills. Briefly discussed here are some of the constraints and also developments in specific aspects of book development.

Growth in number of titles published in the last five years in Bangladesh:

	Subjects category in all languages						
year/s	Poetry and Fiction	General Trade and Academic Books	Textbook & Educational Books (all levels)	English Scholarly Books	Pali, Sanskrit, Arabic, Urdu & Religious Books	NGO Publication	Total
1992	2640	4000	3800	140	700	120	11400
1993	3080	2800	4800	105	802	173	11760
1994	4800	2360	5800	196	1291	600	15047
1995	3600	3650	7900	178	1100	1268	17696
1996	6300	3300	9300	200	1000	1350	21450

Source: *Growth within the Third World Constraints: The Publishing Sector in Bangladesh*, by Mohiuddin Ahmed, Asia-Pacific Book Development (ABD) 1997, Vol. 27 No. 4.

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1. Children's Books

The Bangladesh Shishu Academy plays a leading role in producing new books for children. There are also private publishers who have entered this area of publication. The government has taken up programmes including provision of funds for libraries of primary level schools, which are likely to boost up the activity in this sector.

Another development in this sector has been the large scale programmes taken up by the NGOs in publishing books for children enrolled in schools run by various NGOs. Besides course books, they have also started to supply supplementary material for children.

2. Problems of Editing

There is no formal training organization for imparting editing skills to editors and copy-editors of books at any level. This area needs special attention as it is directly linked to the quality of the contents of the books produced. In many cases, completely unedited manuscripts have been published as books. The NBC and the Bangla Academy are contemplating setting up such a training course.

3. Training for Illustrations

Illustrations play a major part in designing and producing children's books. Unfortunately, this area has also been neglected so far. Although there are a number of good artists and book designers in Bangladesh, they have not been able to make the necessary impact. A formal training institute would go a long way in improving the situation. In view of this, the forthcoming Dhaka Book Fair is going to have the theme: "Books for Children". This is to help generate the interest of readers and authors in this area of books.

4. Translation

All effort has been made to impart education in Bangladesh in the national and official language Bengali. However, English continues to enjoy a second language status in Bangladesh. In order to update knowledge in all disciplines and technology, good and efficient translators are required to translate essential current material. Bangladesh has yet to develop this vital aspect for its national development.

5. Printing Infrastructure

This is an area where Bangladesh can claim to have achieved the technologically advanced products. Technically advanced printing presses and computer laser scanners have been installed by the printers both in the private and NGO sectors. They also claim to have the potential to service job work for export. Unfortunately in this sector also, adequate number of supervisory personnel and skilled workers are in short supply. Therefore the desired level of experts is lacking.

6. Categories of Publishers

As has already been stated, publishing in the private sector has based on the participation of the private publishers government's textbook programme. As the so-called publishers are receiving camera-ready copies of manuscripts from the NCTB for mass producing books for schools, the result has been quite negative. The publishers have merely turned into printing contractors and therefore have failed to develop editorial and production skills. The government's effort to privatize school books would have the desired effect in forcing the publishers to acquire these skills.

7. The Distribution Chain

The weakest link in the publishing industry of Bangladesh continue to be the problem of distribution. Reliable wholesalers are almost absent and the retailers are not adequately trained in bookselling practices. Recently, some NGOs have attempted to come into the business of distribution of books, but has not been able to do it successfully. This is an area where UNESCO/ APPREB can play a vital role.

8. Copyright and Piracy

The National Book Center (NBC) and other agencies concerned with copyright etc., have been activated. With the implementation of the National Book Policy of Bangladesh, we are likely to see more vigorous activity towards book development and reading promotion. In the following paragraphs, some of the developments presently taking place in Bangladesh are described.

Piracy and copyright violation should be seen as a major impediment to the development of a strong indigenous book industry. The Government of Bangladesh, recognizing this concept has embarked upon the updating of its copyright laws, set up a National Committee earlier this year for modernizing and updating copyright laws in Bangladesh.

9. Role of NBC

National Book Center of Bangladesh oversees the book development activity of the county. Since 1995, it has organized five training courses and four seminars on various aspects of book publishing. Besides the annual Book Fair, the National Book Center has organized special book fairs such as "Books on Bangladesh Liberation War". A monthly magazine for book promotion *BOI* is published to give important information about the book industry. The National Book Center gives annual awards for book production and book design. A very significant publication of the National Book Center has been the first "Books in Print" in Bangladesh published in 1996. A new edition of this being published for 1997.

10. Library Development and Legislation

Very recently, two significant developments have taken place that would go a long way in the infrastructure building of the book industry in Bangladesh. The Government in its new budget for 1997 has provided two crore taka (approx. US $444,400) for the development of school libraries. The Ministry of Culture has set up a committee for the drafting of a comprehensive library policy and library laws. With the coming of a library legislation in the near future, the library services would be imbued with new enthusiasm and the networking of a national library system would enhance reading promotion.

Conclusion

In Bangladesh, we are in a constant struggle to overcome the constraints. The National Book Center continues to strive for building institutions responsible to provide infrastructural support for the publishing industry. The advance in technology is sought to be absorbed by the book industry and some of the Bangladesh publishers have already gone for collaboration on a regional basis. These developments constitute a positive step forward.

Proposal

In the last Country Report submitted by the Bangladesh representative at the meeting, a number of recommendations were presented. A regional workshop held in 1995 in Dhaka under the aegis of SAARC Technical Cooperation Programme and NBC have made a number of recommendations. However, one important recommendation was to set up a Training Center for Book Publishing in Dhaka for the South Asian Countries. Such a training center, if set up, would help in sub-regional and inter-regional book development.

Since Bangladesh has adopted a National Book Policy, it would be helpful if APPREB is able to strengthen technical assistance for the implementation of the Bangladesh national Book Policy. This can be done by providing assistance in the form of professional and technical expertise. Seminars and conferences where book personnel can draw inspiration can also help in this direction. It is hoped that this meeting would consider the above proposal to be practicable. If so, UNESCO/APPREB may consider allocating funds for such activities in the South Asia Region.

Bhutan

Rinzin Wangmo
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Education Division, Ministry of Health and Education

Introduction

The development of a modern comprehensive education system was initiated with the commencement of the 1st Five Year Plan in 1961. Prior to that, there were virtually no modern education facilities inside Bhutan apart from the traditional education given in the monasteries. The 2nd Five Year Plan saw the Royal Government of Bhutan investing heavily on the education sector thus being able to create a modern education system ranging from primary to tertiary level within a period of three and a half decades. (Source: 8th Five Year Plan, Division of Education, 1997). Today, we have a total of 312 schools and institutions with 92,267 students enrolled.

The Education Division which is the main governmental body for the development of libraries and encouragement of reading has established libraries in almost all schools in the kingdom and now is in the process of training teachers in the country to run libraries as well. We can see that the education sector has made a remarkable progress within such a short period of its development programmes. However, we still have many hurdles ahead and following are some of the issues in the field of publishing and reading Bhutan is facing today.

Present Situation

1. Low Literacy Rate

The literacy level of Bhutan is 54% thus making the majority of the parents illiterate. Therefore, they are not in a position to value books or to encourage reading to their children. For the same reason, unlike the situation in western societies where children are introduced to books at a very young age, many of our children get to see books only on starting school. Thus, reading as a habit is not created at the most important and impressionable age.

Low literacy has also led to a shortage of a educated or professional reading group that can realize the importance of books or value books. This is one of the factors for the limited market for books.

2. Shortage of Authors

We do not have enough authors in the country to write books which are relevant or geared towards our own situation or culture. In a country where reading as a popular habit is under-developed, the above situation does little good. Reading books describing unknown customs, events or people does not have mass appeal.

3. Language

Use of English as the official language has led to the dominance of the English language especially amongst the educated group. Books usually bought and read by this group are in the English language which are mostly imported and so expensive as well. Such a situation hinders the development of publishing houses in the country as they cannot compete with the superior quality of imported books. Moreover, the high price of imported books limits readers.

4. Printing Facilities

Although the country has some printing facilities, these lack the technology to meet the professional standards. Printing books outside the country becomes expensive and again raises the prices of books.

5. Publishing Industry

Bhutan's publishing sector is at the growing stage. Important reasons for this slow development could be identified as:

(a) Absence of publishing professionals.
(b) Libraries which usually purchase the bulk of the new books published in the market are still not developed enough to support the publishing sector.
(c) Limited market for books.

6. Copyright and ISBN

In the absence of any copyright laws, there is rampant piracy and violation of copyright. In such a circumstance, prospective authors and publishers, if there are any, will not be attracted to write or publish books.

Like copyright, we do not have an ISBN agency and we suffer the same setbacks suffered in the absence of a copyright law. Moreover, most of our books are published without ISBN so they are not recognized in the international market. Authors and publishers are not encouraged to make any contribution of national pride.

7. Librarians/ Information Managers

Bhutan faces an acute shortage of skilled professionals in this field. We cannot, therefore, utilize the services of such people to promote libraries as is done in all other countries.

8. Resources

Lack of resources to supply schools with adequate number of books whereby reading could be promoted at a wider scale.

Practical proposals of programme for future APPREB activities

The most important proposals that could be looked at by APPREB are as follows:

1. A nation-wide reading survey could be supported in those developing countries that have not done such a survey.
2. Formulate strategies to publish books at affordable prices in developing countries like Bhutan bearing in mind the issue of cost effectiveness and sustainability.
3. Training in publishing and writing to be continued at all levels.
4. Conduct writer's workshops to promote writers and develop books.

Cambodia

Kim Chun Chap
Deputy Chief of Complementary Office
Non-Formal Education Department

Textbook Production

Book publication in 1997 for the academic year (1997-1998) is the first year practicing book development project of BETP No 1446 CAM under the framework of Asian Development Bank (ADB) credit associated with the donation of UNICEF and the party budget of the royal government. It was familiar to change the forms of programmes and textbooks to 12-year educational systems.

Organizations that have played an important role in charge of textbook production include the publishing house of the Ministry of Education Youth and Sports and various publishing houses in Phnom Penh. The results are as follows:

1. Thirty-four textbook titles (24 new titles and ten reprints), with a total print-run of 3,723,000 copies. One student was given a free copy of a textbook.

2. Textbooks include the Cambodian language, mathematics, and all sorts of subjects. With regard to textbooks in secondary school education, a free copy was given to each student.

3. Besides the budget supported by BETP project N01446 CAM for printing, the publishing house of the Ministry of Education was supported by PASEC programme to publish social science textbooks in primary schools and by CAMSET to publish professional language of English. The publishing programme for PASEC consists of: a) 230,000 copies of training materials in distance including 4 numbers (9, 10, 11 and 12) for teachers and 4 numbers (1 , 2, 3 and 4) for principals; b) 130,000 copies of magazines for teachers in two numbers (5 and 6); c) 720,000 copies of 7

short folk tale titles for students; d) Publication for CAMSET programme had 52,000 copies of English language textbooks for teachers and students.

The above achievement resulted with the help of organization of a workshop in May 1997, budgetary support and raw materials from book development project (ADB, UNICEF and the Royal Government).

Publishing of social science textbooks for primary schools for teachers and students was completely supported by PASEC E4. Original references were organized by the Research Institute and then provided to the publishing house of the Ministry of Education Youth and Sports.

As far as external assistance is concerned, there have been several foreign agencies, especially Red Barna and JSRC, supporting the development of supplementary reading materials to promote reading habits among Cambodian children. Both provide full financial support for printing and direct distribution of the materials to users . For instance, JSRC collaborates with the Ministry's selected writers but those produced are still far less than necessary. For example, Red Barna produced 20,000 copies of each issue of a reading series every three months. So far the first reading book has been published with one book for 2 pupils, which will cover only the grade 3 students in clustered schools.

This year the Ministry has cooperated with some international organizations especially UNICEF and UNESCO to embark textbook development programmes which include supplementary reading materials. The textbooks and teachers' manuals, both primary and secondary levels, have been developed from grade 1 and 7 and grade 2 and 8 .

Relevant Issues and Problems

Generally, even publishers produced a number of books, but not enough for the needs of 2,309,079 students. Publication and distribution to students living in remote areas have met problems. Book transportation was very expensive and the roads were completely flooded at some places. The only publishing house of the Ministry of Education, Youth and Sports could not run the whole book publishing that writers and editors had already prepared. That is one of the reasons why the Ministry of Education, Youth and Sports has employed other private publishing houses in Phnom Penh to help. There was a shortage of funds in the process of writing, editing and publishing book by the Royal Government. If there were no supports from OI, NGO and ADB, book publishing would really meet serious obstacles. Shortage of qualified writers and editors have made publishing process slow. Not supports from OI, NGOS with chronic political crisis in Cambodia are also big obstacles. To implement the above activities the Ministry planned to insert them into school clusters, each of which has a resource centre in the core school that can allow sharing of the materials by all schools in the cluster to provide children with more opportunity in reading .

Proposals for APPREB

The support for supplementary reading promotion in Cambodia are needed and the following are the proposals by the Ministry to APPREB:

1. Coordinate with other donor countries to fund supplementary reading material programmes .

2 Provide technical assistance in developing supplementary reading materials for : 1)monthly students' magazines for schools at all levels, 2) supplementary reading materials by subjects and grade levels, 3) students' encyclopedia.

China

Jin Jin
Project Coordinator, Publishers Association of China

General Overview

In the recent two years, China's book publishing has been developing stably, although there are some changes in its developing trend. The policy of the government still stresses to achieve both social and economic efforts by selling books, at the same time changing the mechanism of the publishing to the direction of enterprisehood management.

In recent years, China has published many high quality books on Chinese traditional cultures, which are very important and belonging to projects invested by the government. Among some of them, *Big Chinese Dictionary* and *Chinese Encyclopedia*, are welcomed by readers. The XINHUA Book Store, which has the exclusive selling rights of the latter, put 20,000 copies into the market, and they sold out very quickly.

Chinese publishing houses have made vide contacts with their foreign colleagues, and promoted their publishing cause to reach the international standard. Now the newly published advanced science research results and technology could be introduced into China's book market without delay. We have some specialized science publishing houses to do the job, and the literature or novels popular in the world market could also be very quickly found in readers' hands in China.

1. Electronic Publishing

Electronic publishing products market has been developing. With the support from APPREB, National Training Course on Electronic Publishing was held, which is a step to further improving its level as well as balancing its development. The number of audio and video products has increased very rapidly and there are many titles with rich contents. The production technique has improved a great deal, and some products have won awards at international competitions.

2. Printing

With the introduction of advanced printing equipment, the printing quality has improved. Also the price of paper and printing have been stable.

3. Distribution

During the past two years, the main distribution institute of the country, XINHUA Book Store, has opened new distribution channels. There are now many new ways of distribution, such as publishing houses cooperating with branches of XINHUA Book Store to sell some books popular in the book market. In this way the distribution channels are unimpeded. Each year, there are several national book fairs especially opened in the countryside to satisfy peasants' needs for books.

4. Copyright

China Copyright Bureau has cooperated with WIPO (World Intellectual Property Organization) to hold a training course for publishers and writers to strengthen their consciousness of copyright protection. But piracy still exists, especially books selling well. But the whole society show great concern on that and the discussion of how to deal with it is continuing trying to find a good way for solution.

5. Relevant Issues and Problems

The most serious problem is the duplicating publishing. Because of the drive of money worship in China, some publishers produce books with the same titles others have already published. Another problem is the quality of books. Because many proofreaders left and some publishing houses didn't pay much attention to that, there are many spelling mistakes and wrong sentences in many books, no need to mention the pirated books, the quality of which is poorest. The third issue is the high price of books. Although it has been stable or has been reduced to some extent, still there is a gap between the price of books and the purchasing ability of readers.

India

Varsha Das
Chief Editor and Joint Director
National Book Trust, India

National Book Development Council

The National Book Development Council (NBDC), an apex body under the Chairmanship of the Minister of Human Resource Development had set up a working group to draft a National Book Policy. Recommendations of the working group were submitted to the government in 1986 which include production of quality material for education in Indian languages, promotion of reading habits, accessibility to books, establishment of a Book Finance Cooperation for giving loans to publishers, setting up an Institute of Training and Research in Book Publishing, establish author's cooperative at the national level and so on. Unfortunately the NBDC has remained defunct for quite some time and there is no follow-up on the recommendations. During the exercise of stocktaking on the occasion of 50 years of India's independence, serious consideration is being given to reactivate the Council. It would guide the government to remove impediments in the progress of Indian book industry.

Publishing

The variety and range of Indian publications are perhaps unparalleled in the world. On one hand Indian publishing has to compete with the international ones, and on the other, there are a large number of Indian publishers who run their business like a cottage industry, without any organizational set-up.

Language-wise break-up of the total number of books published every year shows that nearly 50 % are English books, 28 % are Hindi and the remaining percentage includes books in other Indian languages. While publishing in Malayalam, Bengali and Marathi continue to flourish, other major languages have shown good progress in recent years. Now books in minor and tribal languages are being given due importance. National Book Trust has included languages like Kashmiri, Konkani, Manipuri, Nepali, and Sindhi for select publications, and five to ten books for children have been translated and published in north-eastern tribal languages like Ao-Naga, Garo, Khasi and central tribal ones like Bhili and Santhali.

90 % of non-textbook publishing in languages is limited to literary books. Books on science, social science, law and in the subjects of humanities are scarce. Translations have become important and popular. Translation of literary works in Indian languages is encouraged and awarded.

Electronic media have not spread Indian Psyche. It has certainly cut the spare time has for reading. State Library Council of Kerala in collaboration with 5,000 libraries in the State had conducted reading survey as one of its centenary celebration programmes. The findings revealed that the reading habit of children is not so adversely affected by electronic media as in the case of adults. Reading habit of adults is certainly on decline.

Marketing and Promotion

Sale and marketing of books in Indian languages is not quite organized. Booksellers and distributors are generally located in metropolitan cities. 75 % of Indian population living in rural areas has no access to bookshops. Even urban booksellers lack adequate in-

formation about new titles. One of the prominent distributors in India, Mr. C. M. Chawla said, "Distribution of books in India means making available books to individuals and institutions spreading over in 25 states and 7 Union Territories. The prospective buyers of books are associated with almost 575,000 primary schools, 160,000 upper primary schools, 90,000 high/higher secondary schools, 5,700 colleges of general education, 1,150 colleges of professional education, 217 universities, over 350 research institutions, a vast number of professionals and R&D units. These books are middle school levels, 23.3 million at the secondary level, 5.07 million at college and university levels, over 2 million teachers at all levels, almost 4 million scientists, professionals and individuals."

All kinds of promotional efforts are necessary to accelerate the flow of books from publishers to booksellers and from them to their customers. Only 25 % of the publishers have availed of the ISBN facility.

Export of Indian books had crossed its target in 95-96. Export turnover to almost 120 countries amounted to Rs.1,260 million. The target for 97-98 is RS.1,900 million. These include printed books, journals, periodicals and job printing.

Printing

Modernization in printing technology has improved quality of production. Computers and laser printing have hastened the process of production. Paper prices are all time high at the present, and yet Indian books are available at affordable prices compared to the books in our neighbouring countries, and in other parts of the world.

Copyright

Department of Education has been organizing symposia on copyright during book fairs to make authors and publishers aware of existing laws and conventions, but more efforts are required to generate awareness. Small publishers, particularly in languages, do not pay much attention to copyright.

Training

The most serious lacuna is lack of training of publishing personnel. In-service training institutes for updating knowledge are practically non-existent. Majority of publishing houses do not even have a professional editor. We require training institute at national and regional levels. We need exchange of professionals and faculty to share knowledge and experience.

Further Issues and Needs

Indian publishers have demanded re-imposition of control on paper prices, abolition of excise duty on paper and ban on its export.

Library network needs to be enlarged and strengthened. More book clubs and village libraries are required to make books available in far flung areas.

India is passing through an important phase of post-literacy. Colossal demand of books for neo-literates in 16 languages remains unfulfilled for the lack of practical knowledge of preparing books for this special segment of readers. Private publishers have not paid much attention to this aspect because the books for neo-literates have to be low-cost in production to keep the price low and that reduces profit margin.

Efforts are on at all levels, but whatever we do, will never be sufficient, because the country is vast and multi-lingual, education and economic standards are not uniform, opportunities and exposure to new processes of book production and distribution remain limited. Assistance from ACCU and UNESCO in book and reading promotion activities would help Indian book industry to bridge the gap and meet the demand.

National Book Trust is organizing a short term training course for human resource development in book publishing in December 1997 at New Delhi. NBT has also started longer training courses since last year. We need such courses for each language in which publishers are struggling to do better. Book fairs and book related activities have attracted readers to books and have bridged the gap to an extent, but whatever we may do, will never be enough for the population of 900 million.

Indonesia

A. Ariobimo Nusantara
Senior Editor, Grasindo Publishing House

Major Problems and Vital Issues in Indonesian Publishing Industry

Indonesian book industry is still facing the same problems. Considering those problems, more efforts in book development have been strengthened. For example, the President has announced a national book month, and organization of several national and local book fairs, writing competitions, yearly book procurement projects, etc.

According to the Indonesian Publishers Association (IKAPI) database, the average number of books published annually is approximately 5,000 titles with an average number of print-run around 3,000 to 5,000 copies for each title. These come from approximately 470 active publishers, which was recorded by the Indonesian Publishers Association.

With regard to the production of children's books, approximately 60 million Indonesian children are only served by several children's book publishers and also limited children's book writers up to now. To fulfill the children's book market, most publishers prefer to translate books from abroad, such as *manga* (Japanese comics), Disney's books, and some science books. This is

an easy way most publishers can do at the moment.

Another major problem is the distribution of books. Book distribution in Indonesia is difficult, expensive, and cannot be exercised all over the country. This caused by geographical constraints and also as an effect of "business law", that is the potential market is the target of marketing. So, it is easy to predict that publishing houses and bookstores are concentrated in Java Island, where people have more paper consumption and more income per capita.

Efforts in Book Development and Reading Habit Promotion

Here, I would like to introduce some efforts undertaken by one of the private publishing groups in Indonesia, Gramedia. Up to now, Gramedia Group has three main publishing houses, a printing division, a magazine division, and 42 book stores.

Each publishing house has its own characteristics. Gramedia Main Publisher is a general publisher, Elex Media Komputindo publishes computer books and comic books, and Grasindo publishes educational books. But they all have their lines of children's books. The average number of books published annually from these three publishers is approximately 1,000 titles.

Gramedia pays a great consideration to the main problems of national book development as well as to the promotion of reading habits. Its efforts on this respect are as follows:

1) Organizing an "in-house training" for local authors who were invited to produce manuscripts for Gramedia. We also collaborated with the Book Centre, which was financially supported by ACCU, in organizing a national training course for editors, illustrators, and writers. 2) Every year Gramedia group organizes two or three book bazaars with discount prices. Gramedia also participates in some local and national book fairs. 3) To keep close to the readers, Gramedia organizes some service kits like monthly Gramedia Book Club leaflet and famous writer fan club (for young readers). Meanwhile, our bookstores organize its own Gramedia Member Club.

Another effort to promote reading habit is to have a co-publishing programme with non-publishing company. For example, when producing a children's book, the publisher will do all the publishing work, while the non-publishing company will cover some production cost. In supporting national book development policy, Indonesia is very pleased to have any programmes from ACCU.

Iran

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Background

Iran on account of owning a rich cultural background, and regarding the strict emphasis on acquiring knowledge in our religion, Iranian people are so much fond of reading books. And parents always encourage their children towards learning. Therefore, books and reading has always occupied a prominent position in Iranian society. And this factor is a strong support for our cultural organizers and authorities to be hopeful of the successes of their programs on promoting book reading among people. At present about 13,000 titles are published in Iran every year, and from amongst half of them are first prints.

There are two groups of book publishers in Iran: public and private. The number of private publishers is greater than the public ones. But public book publishers on account of owning their own printing houses and not facing considerable financial problems enjoy good facilities and are more active. In the realm of publishing children's books, books of the public publishers used to be of high quality in comparison with the ones published by the private publishers, but nowadays the qualities of the books of the private publishers have also improved to the extent that they even compete with those of the public publishers.

Reading Promotion

The general policy of the government in the field of book publishing in Iran, is mainly concentrated on promoting reading books. The government supplies the publishers with their needs such as paper and other printing materials and they are sold to them at fairly low prices. Also the private publishers in order to solve their financial difficulties are allowed to benefit from the loans that the government places at their disposal.

Each year there is also a series of seasonal exhibitions during the Book Week which is held throughout the country. More than three thousand book exhibitions are held in different cities. Enthusiastic book readers are able to purchase their required books at discount prices. During the exhibition days, people are encouraged to book reading through mass media. And because the prices of books are generally high, the government assists students, cultural staff and different groups of people to purchase their required books through offering them free book coupons during the exhibition week.

In the field of children's books, our institute each year organizes "Festival of Children's Books" as well as "Press Festival of Children." And while the authors of the best selected books and articles are awarded prizes, the institute promotes book reading habit among

children and young adults through establishing book stands at exhibitions and entertaining programs during the festival days.

Export and import of books in Iran are carried out through national and international exhibitions and also books can be ordered under the auspices of the government.

Printing and Publishing

Regarding the condition of the technology of printing and publishing in Iran, I should point out that it is relatively of high quality. Now, the printing system in Iran is off-set, and they make use of disposable sensitive zinc plates. Off-set printing machines are used for full colour printing and in four-sheet forms and GTO machines are used for printing front covers. In the meantime the printing machines for roll paper are used for printing newspapers with high circulation as well as books with great number of copies. And also our printing houses are equipped with double-sided printing machines.

In lithography section, most of our printing houses take full advantage of computer and scanning technology. These modern printing machines enable us to see a copy of the printed work before producing the film and in this way we can adjust the colours. Also, book binding is done automatically. Most of the printing machines in use are made in Germany and some of them are British and Japanese made.

Low quality of raw materials, ink and paper, and shortage of skilled manpower are the main problems which our printing industry is suffering at present. In this connection some training centers have recently been established in order to train skilled and experienced printing staff and technicians.

Nowadays, the texts of the books are stored on computer discs and they are used by a group of people. But they are not in the majority and as a result computer still can not compete with the book and act as an alternative.

Issues and Possible Solutions

One of the main problems which gets in the way of promoting book reading in Iran, results from poor distribution of books. In this field the facilities are very limited. And those who are involved in this job are inexperienced and lack the required skills. Therefore, books are not distributed properly in small cities and the enthusiastic book readers do not have access to the good books and those they are interested in.

While the interested book readers are suffering from this problem, the publishers are worried about loss of their money. Some of the publishers through posting books to their subscribers somehow try to solve this problem. But it is not a proper solution to promote book reading among those who yet are not familiar with books and reading.

Another problem which we are facing now and to some extent hinders the progress of book reading, is in relation to the price of the books. This problem, on one hand, is the result of the high cost the publishers spend when purchasing raw materials for printing and on the other hand it owes to the publishers themselves, who have the tendency towards publishing luxury books. People are willing to buy luxury books at first, but when the price of the books goes up as much as luxury goods, then the readers' purchasing power decreases and consequently they prefer to spend their money on purchasing luxury goods rather than on books.

In my opinion the best way to promote book reading among people, is publishing books at low prices and making use of the easiest ways in order to distribute them in the remotest areas. And it goes without saying that the role of the government in this field should not be ignored. And also international donations such as paper and other raw materials for printing to those countries whose publishing industry is in poor condition, can help them solve their publishing problems and promote book reading among people to some extent.

Japan

Toshikazu Gomi
Managing Director, Japan Book Publishers Association

General Overview

1. Sales

Publishers' gross income for 1996 was over ¥2,656 billion, of which 41.5% was from book sales and 58.85% was from the sale of magazines and periodicals. This represents an increase of 4.4% in book sales and 1.3% in magazine sales compared to last year. In contrast, during the period from 1991 to 1995 the average rate of increase in annual income for magazines (4.1%) exceeded that for books (3.9%).

The recession in the Japanese publishing industry was keenly felt last year due to the depressed state of magazine sales which comprise approximately 60% of publishers' total income. Moreover the 4.4% increase in book sales, which exceeded the mean rate of increase for a five year period up to 1995 was mainly due to large new bookstores and expanded floor space rather than to any increase in purchases by consumers. The sales tax hike and the movement towards revision of the retail price maintenance system caused publishers considerable anxiety about the future. According to one agent's survey, sales from bookstores decreased 3.2% last year following on the heels of a 2.3% drop in 1995.

The most recent data for January to September of 1997 indicate a depressed market. Book sales are sluggish at -0.4% of the sales rate for the previous year while magazine sales show an increase of only 1.1% over last year for an infinite small increase of 0.4% in

total sales.

For five consecutive years from 1989, book sales were lower than the previous year. During this period, sales decreased by approximately 67 million copies, a drop of 7% from 1988.

2. New Titles

The number of new book titles published in 1996 was 63,054, representing a 2.9% increase over 1995. This trend continued into 1997, with a 3.5% increase in the number of new titles and a 7.8% increase in the number of copies printed during the period from January to September. The fact that, despite this increase, sales were down from last year served to deepen the feeling of recession.

The average price for litereture is 806 yen, significantly lower than than the overall average of 1,148 yen. This is due to the greater number of paperback titles. The large number of outstanding titles in both literary and other field at low prices such as in paperback form is a distinctive feature of the Japanese publishing industry.

3. Publishing Related CD-ROM and Audio Cassette Books

Looking at various publishing-related CD-ROM, excluding that produced by computer hardware companies, 8-cm electronic books, games and programs with obscene content, new publications remained in the single digit figures until 1993 increasing to two digits in 1994 and 1995 (36 and 38) and then jumping suddenly to 304 publications in 1996. This year the number has continued to sharply increase. According to data from 1995, the top sellers are dictionaries, art and photography, and publications comprising various data.

After peaking at 479 new titles in 1988, the publication of new audio cassette books declined for six consecutive years. In 1995, however, 74 new titles were published representing a 17.5% increase (11 titles) over the previous year.

Publishing and Distribution

1. A Brief Outline of the Japanese Publishing Business

Specialization and division of labor are distinguishing features of the Japanese publishing industry. Editing and publishing are the domain of publishing companies of which there are approximately 6,000. Printing and binding is contracted out to printing companies, about 500 of which work predominantly in this field while another 4,500 have some connection with it. Distribution and sales are accomplished through a variety of routes, the most common of which is the wholesaler to bookstore route. Approximately 80 wholesalers distribute books to bookstores which number close to 26,000. Convenience stores of which there are ten odd hundred thousands, are another popular outlet comprising approximately 13.5% of sales. Other routes include stands at railway stations and spot sales (about 9%), cooperative stores, schools (textbooks), newsstands and vending machines, monthly mail orders, and direct sales, etc.

2. Distribution

The main distribution route is the wholesale-bookstore route using the consignment sales system. Bookstores account for approximately 70% of total sales. With 26,000 stores serving a population of 126 million, or one store for every 4,800 people, Japan has one of the highest concentrations of bookstores in the world.

The wholesaler distributes books purchased from the publisher to each bookstore on the basis of computer analysis of the store's scale, characteristics and previous performance, as well as regional characteristics, a method known as computer distribution. Bookstores can return free of charge any books which do

Statistical Data on Publishing in Japan

Book/Magazine Sales, Publication of New Titles (unit: B¥=billion yen, M=million) source: The Research Institute of Publications

Year	Books						Magazines					
	Sales		Sales		New titles		Sales		Sales		New titles	
	Amount (B¥)	Growth to previous year (%)	No. of copies (M)	Growth to previous year (%)	Circulation	Growth to previous year (%)	Amount (B¥)	Growth to previous year (%)	No. of copies (M)	Growth to previous year (%)	Titles	Growth to previous year (%)
1990	866.04	2.1	911.31	-3.2	38,680	1.6	1,263.81	6.1	3,588.92	3.0	2,324	1.2
1991	944.43	9.1	905.75	-0.6	39,996	3.4	1,334.08	5.6	3,696.35	3.0	2,388	2.8
1992	963.74	2.0	882.53	-2.6	42,257	5.7	1,392.30	4.4	3,762.05	1.8	2,424	1.5
1993	1,003.43	4.1	877.15	-0.6	45,799	8.4	1,486.57	6.8	3,903.85	3.8	2,460	1.5
1994	1,037.55	3.4	887.95	1.2	48,824	6.6	1,505.03	1.2	3,879.31	-0.6	2,498	1.5
1995	1,046.98	0.9	893.71	0.6	61,302		1,542.67	2.5	3,910.60	0.8	2,545	1.9
1996	1,093.11	4.4	915.31	2.4	63,054	2.9	1,563.27	1.3	3,863.16	-1.2	2,655	4.3

Note: The rate of increase in comparison with the previous year cannot be calculated due to changes in survey standards in 1995

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not sell after a fixed period of time, paying only for those sold. The publisher sends returned books back to bookstores or keeps them to fill future orders from bookstores or readers. This system is referred to as the consignment system. Minimizing the risk for bookstores in this way makes low-volume sales of a wide variety of titles possible, giving the consumer a greater selection of books to choose from.

3. Current Issues in Book Distribution

1) The final stages were reached in reevaluation of the retail price maintenance system which stipulates that publications can be resold only under specific conditions. In response to demands from the United States, the Fair Trade Commission and the Administrative Reform Commission's Deregulation Committee began examining possible elimination of the system in 1994, and their final decision is scheduled to be announced in March, 1998. The publishing industry, library associations, and writers' groups have actively campaigned against its abolition because the system ensures that every reader can obtain books and magazines at the same price.

2) A 3% general consumption tax, comparable to VAT in the EU, was introduced in Japan in 1989. As the value-added tax system had not been adopted in Japan, tax is included in the fixed price indicated on books and magazines. From 1 April 1997, consumption tax was increased to 5% and a system for revising the prices of all existing stock in warehouses and bookstores was needed. A major undertaking, it was finally decided that all publications produced after 1 April 1997 would indicate the price before tax.

3) There are approximately 6 million titles in circulation in Japan. Readers demand more information concerning available titles and a swifter response to orders. The Japan Book Publishers Association has been producing Japanese Books in Print annually since 1977, a catalogue of all titles published in Japan. Using this as a data base, the information has been made available via the Internet from September 1997. The system is being developed to provide real time data on new and out of print titles. As for a more efficient response to orders, plans are being made by those concerned to improve distribution by introducing such measures as shared warehouses and delivery services.

Copyright

1. International Cooperation

Protection and appropriate management of copyright in compliance with international rules are the cornerstone of publishing. With the development of digital technology, it is imperative that copyright management transcend national borders. Approximately 65 member nations belong to the International Publishers Association (IPA) which plays a vital role in determining policy for such issues as copyright, publishing freedom, and elimination of tariffs on publications. The IPA International Copyright Symposium, held every four years, will be hosted by Tokyo in January 1998. The first of its kind to be held in Asia, we are exerting every effort to ensure its success.

The Asian Pacific Publishers Association (APPA), comprised of sixteen member nations, seeks to find solutions to such problems as letter codes in the region and to promote the publication of translations and joint publishing projects. The copyright issue is a central theme. The proposal of several new countries for membership is anticipated at next year's meeting.

2. Legal Protection of Publishers

The key international concern with regards to copyright is how to keep pace with the changes brought about by electronic media and computer networks. Rapid progress in digital technology has heightened the need for legal protection of publications and the importance of compliance with international rules. In the Japanese publishing world, we continue to urge the government to pass legislation awarding the same contiguous right to publishers as that stipulated under the copyright law for record and broadcasting companies.

3. Cooperation with Libraries

Electronic libraries are another new direction in the multimedia age. With the cooperation of the Ministry of International Trade and Industry, Japan's National Diet Library is implementing a pilot project to provide electronically recorded documents via a computer network. The Diet Library and university libraries among others are allowing users to avail themselves of the services in order to repeatedly test and improve the system, and to consolidate its various functions, in both data collection and formulation, and information services through search and other capabilities.

The model electronic library is implementing a comprehensive catalogue network project and an experimental electronic library project. The database contains bibliographical facts and information on the collections of several libraries throughout the country, with a total of 27 public libraries, including the Diet Library participating in the experiment.

Laos

Kongphat Luangrath
Chief, Pre-Press Department, Ministry of Education

Book Policy of the Government

After the Lao government innovation policy was undertaken publishing has found a new direction. The

Lao government continually seeks funding to print books and other educational materials. Making this available to as many citizens as possible is national priority. The promotion of reading is encouraged at all levels of education and in all areas of study, especially in the fields of science and technology. The government knows that lack of printed matter will hamper development.

Publications

Since 1995-1996, there are many titles of publications printed in Lao, English and French. Books are the main type of publication. Magazines are also popular for both the young and adult readers.

Lao PDR has been experiencing new technology for the last 3-5 years. The number of consumers who are using multimedia and CD-ROM for their entertainment and education is still very small due to the cost of the equipment but the demand is very high. Little is produced in multimedia format in our country.

Distribution

There are a very small number of bookshops in Lao PDR, because book trade is not profitable. Books are very expensive and there are only a few customers. In rural areas there are still problems with communication systems and small markets. In mountainous areas transportation has to be done in the dry season only.

Marketing & Sales

With the open market economy there are more people interested in marketing. In terms of marketing books in Laos, simple strategies are current. There is no advertising to promote books. Most of the books that are produced will be sold to retailers around Vientiane municipality and sold to small wholesalers. In the provinces books can be distributed to retailers around provinces and districts. Some books in English and some technical books are imported from neighboring countries.

Printing Technology

Printing technology is really needed in Lao PDR. Colour printing is in demand and customers are increasing. Some printing companies have improved their capabilities in order to follow the progress of the high-tech innovation. Nevertheless, getting into the first stage of using new technology is quite difficult. Most printing machines are old and out of date. The newest machines in operation are the second hand, restored ones from Thailand. The prices of the machines and services are negotiable. For the last five years full colour printing is very much improved, in spite of old equipment. But there is the problem with the lack of skilled workers and untrained supervisors. The State Printing House has only one four colour printing machine and as yet no competitors. Sheet press machines are more popular than the web ones because they take less place and are easy to use. Recently, an image setter was installed for the first time, but results are unsatisfactory.

Printing materials are mostly imported and expensive. Storing capabilities are poor and materials (paper, ink, plate, film etc.) are often spoiled before their expiration date. This makes for poor quality printing. Imported printing materials are heavily taxed, further increasing printing costs. When possible, locally produced materials are favoured. Although they are much cheaper, there are problems with quality and supply .

Imports and Exports

In Lao PDR, there is a great demand for imported books as very high quality printing is not possible in Lao PDR. We import, but only those for specific purposes and necessary books for libraries and some bookstores because they are expensive. Exporting books is still beyond our ability yet.

Languages of Publishing

At present Lao, French and English languages are used. English is used widely in schools and everywhere, so most printed matters in a foreign language is in English. The Educational Printing Enterprise printed many editions of French and English textbooks and teacher's guides over the years. There are also newspapers and newsletters printed in English and French.

Copyright

Copyright is still in its early stage in Laos. Copyright laws are not established. Instead, we use a system of contract and agreement under the provision in our national constitution or the law. However although there is an official registration it is largely ignored. There is a trade mark law which seem to be Ministerial procedure similar to copyright but not covering all copyright areas (e.g. time limits, penalties). So copyright law in our country is still in a planning stage.

Malaysia

Izzah Abdul Aziz,
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National Book Policy

The National Book Policy, approved by the Malaysian government in November 1986, was formulated to ensure an integrated book development in the country. Based upon its four important objectives of (1) to ensure that books in the national language (Malay) will play an effective role as a tool for intellectual, social

and cultural development, in line with the needs and aspiration of the country, (2) to ensure that books could be enjoyed by all levels of society, (3) to ensure that all Malaysians develop an interest in reading, so that by the year 2020, Malaysian society would become a reading society, and (4) to ensure that all books published in this country are of high quality, in contents and physical appearance, this policy is significant in the sense it acknowledges the importance of the book industry as an important tool for intellectual development of the nation.

Along with its objectives, this policy also outlines seven factors necessary for book development. There are (1) high literacy rate and widespread interest in reading, (2) recognition of the book industry as an important cultural industry, (3)economic conditions are conducive to the book industry, (4) effective promotion, distribution and selling of books, (5) a complete chain of libraries that can help books reach their readers, (6)a national education system that requires books to educate and develop the thinking of young generations in the pursuit of knowledge, and (7) a language policy that does not hinder reading interest. This provides those who are directly involved in the book industry and the promotion of reading, an insight into the whole networking and operations of such undertaking; a checklist to measure the achievement or failure of the book industry.

Prior to the formulation of the National Book Policy was the setting up of the National Book Development Council (NBDC) in 1968 under the Ministry of Education on the recommendation of UNESCO. This is followed by the formation of the Malaysian Book Publishers Association (MABOPA) in 1968, whose first major achievement was the introduction of the Malaysian Copyright Act in 1969 by the government, which is then replaced by the Copyright Act of 1987 incorporating the international standard set by the Berne Convention. Next, the National Bumiputera Book Publishers Association (IKATAN) was formed in 1989. There is also the Book Sellers Association, and other related organisations or associations which are formed to furnish and protect the cause and interest of the book community.

Book Industry

1. Publishers

With the establishment of these mechanisms, the book industry becomes more conducive and attracts every sector of the book trade into the business. In 1957, there were sixty publishing houses in the Malay Peninsula, but today there are 519 publishers in Malaysia of which 501 are active. By 1967, only 20 out of the 60 publishers braved their way into this venture, at most publishing one or two titles published a year. The number of titles published in 1996 is 11,000 titles with an average print-run of 3,000 copies per title. This tremendous increase in book production brings about a total annual turnover in the book industry of US$282 million. However, the bigger share of the market goes to textbook production with the print-run which ranges from about 10,000 to 100,000 copies, followed by supplementary readers for schools from 5,000 to 15,000 copies per title, the general books with a print-run of 3,000 to 5,000 copies per title, and 1000 to 2,000 copies per title for scholarly and academic books.

2. Printing

The increase in book production over the years has an impact on the printing activities which is now the seventh largest industry in Malaysia. There are more than 1,500 licensed printing companies but majority of these firms are small. Major printers, however, are able to produce books of international standards, thereby attracting a number of foreign publishers.

3. Marketing and Distribution

Books are marketed and distributed by sales representatives, retail outlets and libraries. Approximately 400 book retailers operate as single bookshops or retail chains. Another recent development is the role played by supermarkets as retailers especially for children's books. Direct selling companies are another popular outlets especially in the selling of encyclopedias, children's and language learning sets. However, the most significant component is library sales. 9,000 out of 10,000 total number of libraries are school libraries. And, the government allocates US$20 million for the purchase of books for this outlet.

In terms of the time taken to distribute books, textbooks are distributed immediately, general books take two to three years of the first edition, while academic books take a longer period of time to sell.

4. Language

A majority of the total output of the book publishing industry is in the Malay language, as Malay is the national language and the medium of instruction in the educational system. The remaining titles are in English, Chinese, Tamil and other languages.

5. Multimedia

The rapid development in the electronic and computer technologies is also affecting the book industry. There is now more need in the electronic publishing and multimedia products and has encourage the setting up of multimedia companies which are engaged not only in the production of multimedia products, but also conducting courses in multimedia production.

Reading Habits

The book industry not only faces the challenges and needs of the electronic and multimedia technology, which takes away the role of books in the acquisition of knowledge and entertainment from books, but also

the poor reading habit among Malaysians which impedes the growth of the industry.

The recent 1996 study on reading habits in Malaysia by the National Library of Malaysia, reveals that Malaysia's literacy rate has increased to 93%, but in terms of reading, the study found an average of only two books read a month. In terms of the electronic media, one in five of the population uses television or video as a medium of improving reading, while the personal computer (PC) are generally used for computer games, and a small number relate it to reading and as a source of information.

Book publishing in Malaysia has not only been affected by the low level reading, but there are also other factors related to the lack of business skills and also attitudes. The main feature of this activity is primarily domestic-focus, especially on textbooks, revision and supplementary readers, which affected the print-run and high retail price of the general trade books. The lack of concentration on general books is one reason behind the poor reading habit of the Malaysians. Literature-based reading programmes are absent in the school curriculum. School children spend most of their time reading textbooks and supplementary readers so much so that they are at an early stage 'trained' to be functional readers.

Publishers who produce general trade books are sometimes unable to fully understand the concept of their books and thus, lead them to employ editors who are untrained and also have very little knowledge about editing and books. There is also a total dependence on government support for business survival, so that most publishers fail to break away from school oriented publishing tradition. This has resulted in the penetration of imported English books into the local market. In order to survive in the book industry, it is therefore important for the publishers to be more knowledgeable, invest in human resources, especially in training, update themselves with the new trends in information technology, particularly, electronic publishing.

The annual Kuala Lumpur International Book Fair is more of a book 'bazaar' than trade fair. This activity has been organised by the National Book Development Council with the collaboration of book trade associations. However, from 1996, the Fair is organised by a private limited company, Malaysia Book Promotion Sdn. Bhd. Other small scale book fairs are also being carried out by the state education departments, state libraries and local bookshops at the state level.

Suggestions to APPREB

(1) To consider the possibility of setting up a children's book publishing training centre for the Asia Pacific region, which conducts courses at diploma level especially for publishers from this region.

(2) To assist and provide consultation services to Asia Pacific member countries in their reading promotion activities, especially in the area of promoting reading habit in schools.

(3) Organise short courses for teachers, school librarians and booksellers on the promotion of reading habits at home and in the classroom.

Maldives

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Background

The Republic of Maldives is an atolls nation of 1,190 coral islands positioned in the Indian Ocean, about 670 kilometers west of Sri Lanka. The country covers about 90,000 square kilometers of ocean even though the land area is a mere 300 square kilometers. The number of inhabited islands are 199.

Maldives is a 100 percent Muslim country. Language is Dhivehi with its own script. The growth rate of population is 2.75% (census 1995) reducing from 3.2% over the previous decade. The population of Maldives in 1995 was 260,000. Maldives enjoys almost universal primary education and over 98 percent of a literacy rate.

Trends in Publishing

Although there is no specific statement of book policy, production of various reading materials are encouraged by the government. The ministries and departments publish materials relevant to their particular work. Often competitions are held for book-writing, eventually resulting in publications.

Most of the publications are fictions of which a large proportion goes to romance novels. Other types of publications include knowledge books, poetry and educational textbooks. It may be noted that some translations are also published.

There is no organised mechanisms for the distribution of books, such as a postal order system. However, the publications are readily available in bookstores which are concentrated in the capital Male, which houses a quarter of the whole population of the country. Since the bookshops are few on the other islands, the dwellers have to come to the capital to buy their books. The constraint is compounded with the difficulty of transportation.

The most popular printing mode is off-set printing. Colour printing machines are also used although colour-separation is costly and publishers often send them abroad for cheaper processing.

Urgent Issues

(1) Lack of locally written books is one of the most urgent issues. This is due to the shortage of writers.

(2) The country has a small population and hence the potential readers of books are small. Consequently the unit cost of procedures are high. The imported books are generally cheaper than the locally produced books.

(3) The high cost of transportation results in the rising of book prices in the outer islands. Transportation constraints also affect the accessibility of reading materials in those islands.

(4) Because of the difficulty and the high cost of transportation, research work is costly in Maldives. Hence books based on research are few. Lack of qualified personnel also account for this.

Mongolia

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General Trands

As indicated in the Mongolian participant's report presented at the prior APPREB meeting: "In the 1980s Mongolia has reached a world average level in numbers and types of books, newspapers and magazines per person.", Mongolians were used to read books giving more importance in reading. Traditionally the priority was given to the knowledge than the property. But nowadays situation in the country has changed. The rapid decline of the living standard of people resulted in shifting priorities in values.

Book stores and printing houses have been almost entirely privatized, eliminating the centralized structure of the publishing industry. Government policy has proceeded to provide the necessary infrastructural support and encouragement to the publishing industry in the private sector. Installation of a printing press in Mongolia does not require complicated legal or procedural formalities. Some of the printers acquire second hand or third hand machinery because the new and latest ones are highly expensive. The publishers already have adopted a business approach converting publishing industry into money spinning business.

At present the country has about 30 private printing houses which began to publish the Mongolian and foreign authors' works except school textbooks. they are also publishing dictionaries, collections of laws, reference books, guides, handbooks and others. But it is desirable to improve much more the quality of these editions. Because of the lack of quality within the country, those who have more financial resources print their works outside the country. To develop the domestic printing industries through technical renovations of existing factories and construction of new facilities the country need cooperation with other countries and international and regional organizations. Steps have been taken to this direction. For instance, a new printing house equipped by Danish government grant aid was established and has been operating since February 1996. Soros Foundation's Publishing program supports strengthening of commercial publishing industry in Mongolia. Our high appreciation is going to UNESCO and APPREB-UNESCO supported program for promotion of book development in Asia and Pacific. Mongolia has been cooperating with UNESCO in the field of publishing since 1970s. ACCU's Training Course on Book Production, production of quality books for children and publication of ABD quarterly are more known activities in Mongolia.

Mass Media

The first ever nation-wide mass media survey has been conducted this year. The survey said that print media is currently going through a restructuring process following the introduction of economic reforms aimed at establishing the basis of a market economy in the country. Many entrepreneurs seems to have taken the initiative to produce various publications. However, as the results show, only a handful of newspapers and magazines have managed to consolidate themselves as established and accepted media outlets.

Regarding television viewers they have a strong loyalty to the State TV, which for many years has been the only visual information and entertainment medium in the country. On the programming side, Mongolian TV viewers show the characteristics of a selective audience.

Radio listening habits of the Mongolian people are not different from those of the population of many other countries both developed and developing. Mongolians, too, take radio as a companion to start the day and intermittently return to this medium during the course of the day.

Distribution

There is no good established structure of book distribution. While old system was destroyed, new one hasn't yet developed. The old business ties and contacts between printing houses and book stores disappeared and in many cases writers and authors themselves sell their books. Transportation is costly, time consuming and risky.

So, due to above mentioned and other reasons, distribution of books is having difficulties. This is connected also with poorly developed infrastructure of the country which is suffering from a poor communication system.

Marketing and Sales

Marketing and sales system is practically absent in the country despite the training of people in management and marketing. Book fairs and exhibitions are organized on special occasions. But low purchasing power

BEST COPY AVAILABLE

and non-availability of the necessary books are weighty cause of poor reading habits of the population. As the majority of the population is living at subsistence level, books cannot be among their priorities.

Strengthening the existing network of booksellers and helping the establishment of new bookshops is another area requiring immediate attention.

Printing Technology and Printing Materials

There has been some development in the technology for book production in the country following the worldwide evolution. All grades of quality papers are allowed to be imported into Mongolia as are printing ink and other requisites. The latest, most efficient versions of multimedia computers and processors are available in the country for making 'camera-ready' copy for both Mongolian and English books. The technology for colour scanning is established. But presence of this modern technology doesn't mean abundance of reading materials and textbooks because of lack of effective printing equipment and financial resources. Even there is not enough quantity of school textbooks which influence badly to the learning process and developing habits of the children.

Imports and Exports

With the collapse of the USSR, imports of books, newspapers and magazines from Russia and other ex-socialist countries almost stopped. There was no substantial quantity of exports. Nowadays there is some revival. You can see some foreign books, magazines and newspapers at newsstands. Libraries, universities, colleges and academic institutes exchange books and other editions with their partners.

Languages in Publishing

Except for a small presence of English language publishing all books published in the country are in the national language, Mongolian.

Copyright

Mongolia is going to be party to the Berne Convention (1886) for the Protection of Literary and Artistic Works. Mongolian Copyright Law was adopted by the Great Khural (Parliament) of Mongolia.

Myanmar

Win Pe
Chief Editor, Sarpay Beikman Board

Introduction

Under the supervision of the Information Ministry, the Printing and Publishing Enterprise is carrying out printing and publishing official forms, papers and books for the state, promoting literary development activities, printing textbooks and exercise books and distribution of educational books and office stationery.

The Printing and Publishing Enterprise consists of the following divisions and printing presses.
1) Head Office, 2) Administration Division, 3) Literary Division (Sarpay Beikman), 4) Budget Division, 5) Printing Division, 6) Production Division, 7) Central Press, 8) Sarpay Beikman Press, 9) Photolitho Press, 10) Printing Press No. 1, 11) Printing Press No. 2, 12)Sub-printing Press, Pyin-Oo-Lwin, 13) SubPrinting Presses (Kachin, Kayin, Chin, Rakhine, & Shan States)

State Publications

Other than printing and publishing,it also has, as a particular function, to carry out the state publications such as gazettes, laws, orders, instructions, directions, circulars, reports and so on issued by the government.

The significant performances among others were publications ordered for the Multi-Party Democracy General Elections Commission and printing and publishing brochures, records and handbooks on the indigenous languages for the Committee for the Development of Border Areas and National Races. Furthermore, this Enterprise printed six books with the total circulation of 174,000 under the series on "Making Patriotism Alive and Dynamic and Propagation and Agitation".

Educational Publications

One of the major functions of the Sarpay Beikman Board of this Enterprise is to bring about suitable books in order to satisfy the reading public's thirst for qualified fictions and non-fictions. In carrying out this function the Sarpay Beikman Board published the following periodicals.

Encyclopedia Myanmarnica Yearbook: This reference book carrying articles covering progress in national activities and other local and foreign affairs is published annually with a circulation of 10,000.

Thuta Padetha: This is a quarterly magazine which carries translated articles, stories and news. Nine issues of this magazine have been published with a circulation of 10,000 each.

People's Handbook Series: This monthly paperback pocketbook series on various categories is very popular among the general public. Each book is published with a circulation of 20,000 if it is to be distributed among the book club members and 1,500, if sold at bookshops. Up till now 27 books for book club members were published totaling 550,500 copies and 21 books for special sales, totaling 33,000 copies.

Shwe Thway Journal: This weekly bilingual children's journal with a circulation of 150,000 carries short stories, comic stories and strip cartoons. Altogether 128 issues of this journal came out.

Literary Promotion Activities

The Literary Promotion Activities carried out by this Enterprise involves the National Literary Awards, the Sarpay Reading Sessions and the Sarpay Beikman Public Library.

"The National Literary Awards"
Regarded as the highest and the most covered one in this country, this is annually conferred by a special committee organized by the State. This award is granted for 14 literary genres.

"The Sarpay Beikman Manuscript Awards"
Held yearly under the direct sponsorship of the Sarpay Beikman Board, its awards are granted for 12 genres. The prize winning manuscripts are published after being transformed into book-style.

"Paper Reading Sessions"
With a view to paving the way for further development of Myanmar literature, Paper Reading Sessions are held every year under the aegis of a State-organized special committee. Literary scholars read papers on specific topics and subjects. These papers are printed and published in book form.

"The Sarpay Beikman Public Library"
With 37,151 books on various subjects along with all local published periodicals and membership open to all, this library has become a major source of books for the reading public especially from downtown area.

"Exhibitions and Other activities"
In order to disseminate information and knowledge among people, exhibitions on various fields are held under the sponsorship of the State. In addition, personnel from the Enterprise participated in the activities carried out for the development of border areas and national races by going on excursion tours of border areas, collecting facts and authoring books.

Textbooks and Exercise Books Publications

This Enterprise plays a vital role for the development of education in the country by printing and publishing textbooks and exercise books for schools at a relatively low cost. Altogether 25.21 million copies of textbooks for primary school students, 5.25 for middle school students, and 3.68 for high school students were published during this period. Furthermore, official forms and stationery at a total cost of 24 million were distributed among the various governmental organization.

Activities Carried Out with Foreign Assistance for the Further Development of Printing Technology

A training project for printing school textbooks was implemented with the assistance of the Government of the Federal Republic of Germany. Though signed in 1986, it was temporarily suspended with effect from 1 February 1989 because of the incidents broke out in late 1988. The plan performances as of that date were: 100 % for the construction of printing press building; 46 % for the delivery of machines and related accessories: and 25 % for the visit of experts.

Then, an Interim Bridging Programme was launched in order to perform the necessary maintenance work. A German-Myanmar Joint Economic Co-ordination Programme was approved by the Cabinet Meeting on 31 January 1991. Under this programme the necessary measures are to be taken in order that the above mentioned project can be resumed.

Local and Foreign Training Courses and Study Tours

The skill and expertise of service personnel play a key role in achieving the economic goal of the Enterprise. To help promote the qualification of personnel, the following Training and Study Tour Programmes were carried out by the Enterprise.

A trainee was sent to the German Democratic Republic to acquire advanced printing technology under the sponsorship of the United Nations Development Programmes. Another trainee was sent to the Federal Republic of Germany to attend "the Journalist Training Course for the Third World Countries" under the assistance programme offered by the F.R.G government.

At the invitation of the foreign organizations and governments seven personnel from this Enterprise were sent abroad to go on various excursion tours. As for the local training, the 49 first grade trainees and the 34 second grade trainees were sent to attend the Auditor and Accountant Training Courses.

A four-month training course on composing, binding, printing and proofreading was conducted for the 40 Tatmadaw personnel from the Tatmadaw Press by the skilled workers of this Enterprise.

Nepal

Biswambhar Ghimire
Director, Sajha Prakashan

Book Policy of the Government of Nepal

Nepal was not widely known to the outer world before 1951. Nevertheless, it had good relations with neighbouring countries such as India and Tibet, the autonomous region of Republic of China. For a long time India and Nepal had adopted similar social and cultural values which still exist. Also we have an open border system with no restrictions. The literacy rate was also very low. In these circumstances, it is obvious that Nepal had only a small demand for books and these books were mostly Sanskrit versions used in India. No book policy existed during that time.

In Nepal, book industry began only in the beginning of the 20th century when a great social worker, Jaya Prithvi Bahadur Shah, wrote some books in Nepali for the primary level school children. However it is not less worth noting that the1950s was a landmark for the installation of the printing press in Nepal. Later on, this tendency grew.

This helped to produce books and magazines inside the country. The government also realized for the need of books and magazines policy. As a result, in 1913 a legal provision was made on press and publication which was incorporated in the "Mulki Ain" (Common Laws). It said that every person or institution should obtain prior sanction of Gorkha Bhasa Prakasini Samiti (a publication organization owned by the government) which is now called Sajha Prakashan Co-operative Limited, for printing books the failure of which was a state offense.

During the course of time, Nepal changed its face in many respects. Also democracy was gained in 1951 and all the people of the country got the opportunity to read and write freely. From then onwards the percentage of literacy rate began to increase. Book development activities accelerated and various attempts were made at regularizing the press and publication by promoting more and more comprehensive and exhaustive Acts and Rules. The Acts which is now in force in Nepal is the Amendment ACT for Press and Publication of 1982.

In this act there is one section about book publication which has made it obligatory to a person or publisher to present two copies of the book to the local authority, i.e. Chief District Officer before it goes to the market for selling. Besides this the authority requires at the time of registration the mention of the name of the book, place of publication or printing, etc.

Kinds of Publication

In Nepal, the history of publication of books is not long. As I mentioned earlier publication of books started only in the beginning of the 20th century. In those days there was no distinction between children's literature and children's books for formal education. People were not aware that children should read other books besides school course books. Also poverty restricted them from buying children's books.

As time passed, book publishers of Nepal felt the need for children's books. Ratna Book Distributors which is one of the largest publishers and distributors in Nepal started publishing children's books in 1966. Since then some other publishers and organizations also have started this job. Following chart shows the number of children's books produced in Nepal in 1996.

Number of children's titles produced by each publisher

Ratna Book Distributors	62
Sajha Prakashan	48
Primary Education Project, Ministry of Education	35
Bal-Kosheli Prakashan	16
Janak Education Materials Centre	12
Nepalese Society for Children's Literature	11
Ekta Book Distributors	7
Royal Nepal Academy	6

Besides these titles some other small publishers, NGOs and individuals too have produced some, but their data is not available. According to the list prepared by the Nepalese Society for Children's Literature four years ago we had about 200 titles of children's books. Some of the books published long time ago were out of print. It made us difficult to find out the exact number of children's books. However, we can now add about 50 titles to this existing list.

From the above discussion it is clear that Nepal lags behind other countries in terms of the number of children's publications. Nevertheless, it has progressed in textbook production and supplementary readers which assist the textbooks. Among these text and supplementary books Nepali language, English language, social studies, science, mathematics etc., are main. In addition environment and demography also have been introduced in the course at present. Hygiene and sanitation is another subject matter to emphasize. In Children's literature most are stories and poems or rhymes. The world famous children's books such as *Guliver's Travels* and *Alice in Wonderland* are also translated into Nepali. Besides, from picture books to small children to dictionary for adults are published in the country.

Multimedia

Nepal has many kinds of modern media. However, we still have to go a long way to seek access to all of them. Printed books and magazines are the main sources of information as yet. Nevertheless, a few newspapers such as *Kantipur*, *The Kathmandu Post* and *Bimarsha* have started entering the Internet. Those who have access to Internet can read these articles and book reviews. Literary works are read from Radio Nepal and Nepal Television in literary programmes. A spell-check

based on dictionary of Nepali language exists for computer users. Similarly The Ministry of Tourism has prepared a Tourist Guide Book to be used in the CD-ROM drive.

Distribution, Marketing & Sales

There are three major book distributors in Nepal. Ratna Book Distributors and Ekta Book Distributors are run in the private sector whereas Sajha Prakashan Cooperative Ltd. has about 1,650 shareholders in it. It is the sole agency to distribute and sell school textbooks produced by the Government-owned Janak Education Materials Center and also it distributes and sells its own production to other levels, too. On the other hand Ratna Book distributors and Ekata Book Distributors distribute and sell not only of their own production but also foreign books.

Sajha Prakashan Co-operative Ltd. has many depots in different parts of the country divided into regions, branches and sub-branches. At present there are 26 depots and 227 book agents in the whole kingdom. These book agents work as commission agents that sell books in every nook and corner of the country. Sometimes other book distributors like Ratna & Ekta also need help of these agents, but these private distributors have established their own links with private schools and colleges individually. Their market depends upon the quality and the price of the books.

Printing Technology and Printing Materials

Nowadays Nepal has progressed much in printing technology. Starting from 1851 with only one hand press in the country to electric printing press in 1902, there are about one thousand off-set machines installed in the whole kingdom at present. Among these machines we have small to big, and single-colour machines to four-colour machines. These machines print up to 32 pages at one time with perfect binding methods. Few private firms have used computer scanning also.

However, it is disappointing that the materials used in printing are imported from foreign countries. Although we have two big paper industries in the country, quality of paper is somewhat low for good book production. Map litho and art paper are not produced by these industries. Therefore both good paper and negative plates, ink and chemicals are imported for the purpose. Nevertheless the printing cost is low in comparison to other countries. Hence, in some cases publishers from outside print their books in Nepal and take them to their countries.

Imports and Exports

We import many necessary goods and commodities from India and export our products to India. So is the case of books, too. Even the textbooks and supplementary books for schools and colleges used to be imported from India, but this trend is declining. We write our own books and print them inside the country. The government has regulated the rule that all the schools in the kingdom should prescribe the books designed by Curriculum Development Centre, Ministry of Education. However, books of some private boarding schools and other high level and sophisticated books of science, technology, environment and literature are imported from India. We do not have direct access to deal with other foreign countries. Thus, we export our books mainly in the border areas of India and other places where people of Nepalese origin live.

Language in Publishing and Copyright System in Nepal

In Nepal, Nepali language is the national and official language. The script is Devanagari. However, after the restoration of Democracy in 1990, a new constitution has given all the dialects spoken in different parts of the country or the mother tongue languages the same regard as the main language of the nation. However, most of the books are published in the Nepali language. English is the second language. Although all scriptures are written in Sanskrit they are being translated into Nepali. Only very few books have been written in other languages of the ethnic groups.

So far as the copyright of books is concerned, it was not seriously taken by the people of Nepal previously. The reason is that we had a very low market within the country. Publishers were few. A writer who wrote a book for children or any other level had to wait in a long queue to publish it. After it was published, no attractive royalty was expected. Therefore the writer's only wish was to become known to the readers. He or she did not care about the copyright whatever and whoever published it. On the contrary, there arose some conflicts in the case of textbooks but no effective measures were taken.

The time has changed more rapidly. The copyright act which has been passed by the legislative body in the then Rastriya Panchayat in 1965 has been recently amended by the parliament, the failure of which is liable to state offense. In this act an author, a writer or a translator has owned right to his or her books even after 50 years of his/her death. Writers and authors are becoming conscious. They are demanding of the government to apply the act effectively. The Government is also positive in its attitude and is trying to exercise its implications.

Urgent Issues Related to Book Promotion in Nepal

The most vital issue related to book promotion in Nepal is low literacy rate. The eighth five year plan of Nepal which ended in June-July this year had expected to reach it by 57% of population, the result of which is not out as yet. Unless and until the whole people can read and write, book promotion activities cannot run.

The second issue is the low income of the people. About 80% of the people depend on agriculture with low productivity. They are hardly living in their subsistence level. Therefore, the market of the book is very

low which in turn impedes book promotion activities.

The reading habit of the people is very low. Even rich people want to buy other luxurious commodities rather than books. This is also a cause of the low market of the books.

These days private schools are growing very rapidly in the country. Students are dominated by a heavy load of imported books. People's psychology is that their children stand only in a good position if they read foreign books and from foreign teachers. On the other hand students themselves do not have time to read books other than textbooks and automatically, a low market exists within the country.

About 90% of the people live in rural areas. These rural areas are mountainous and transportation facilities are very poor and expensive. Therefore it is hard to extend the book markets in these areas. So private publishers want to produce textbooks for private schools alone.

The last but not the least important issue about book promotion is the unfavourable attitude of the government towards the book development and the writers. The government thinks that this field is totally unproductive. For this reason too, there is no good book policy such as from the side of the government except a section incorporated in printing and publication act which I have already mentioned in the beginning of my paper.

The National Book Development Committee which was later called Book Development Council established in 1976 was also aimed to formulate book policy, but could not achieve its objectives and now it is almost non-existent. The government is concentrating its attention only in the textbooks of school level.

Possible Solutions for the Book Promotion Activities in the Country

1) We should visit schools and make teachers aware of the importance of the reading habit of children so that they could insist on their pupils to buy books and read them.

2) We should conduct seminars and disseminating programs and discuss with the teachers and the parents about the need of promoting reading habits.

3) Publicity of produced books is a vital means to book promotion activities but this is not customary in Nepal. It can be done in many ways by the help of mass media. Another method of publicity is exhibition or a book fair.

4) Quiz contest is another way of promoting books. A particular book can be selected at one time for this contest and another book in the next time. It can help to buy books and encourage reading among the people.

5) There are many NGOs and INGOs in the country, some of which can finance the production of books or purchase the produced books to distribute to their target audience. We should approach and convince them.

6) Mobile Libraries should be conducted in rural areas and at least one central library should be established in every Village Development Committee. For this purpose, Nepalese Society for Children's Literature, purely an academic society comprising writers, illustrators, editors, translators, teachers etc. and where I myself am working as General Secretary has started to run such mobile libraries in some places with the help of "Books for All" project jointly administrated by IFLA (International Federation of Library Associations) and UNESCO.

Regional Activities

It is worth noting that ACCU has been organising training courses for different kinds of people engaged in book development for several years. APPREB should be a part of it and continue its activities widening its scope.

Reading habit of many developing countries in the Asia/Pacific region is low. One of the reasons of low reading habit is that they do not find books interesting according to their needs. Nor do the get up of the books look attractive. Therefore, APPREB should assist to survey the readers' needs and how effectively these needs can be met. For this purpose financial support should be given to those organizations which are wholeheartedly engaged in developing children's books and are interested in it.

APPREB should activate the National Book Development Councils of the Member States by providing facilities such as funding for conducting training, conference, seminars, display of posters, arranging book fairs within the said country.

Non-Governmental organizations which have no regular source of income but are devoted only to children's book promotion should be fully supported by APPREB.

APPREB should arrange book fairs in its member countries from time to time. For this purpose selected books from different countries should be translated in the international common language English so that each Member State could understand other cultures, values, socio-economic problems etc.

New Zealand

Don Long
Editor-in-Chief, Pacific Publishing, Learning Media

Crucial Issues, Trends, and Major Problems in Publishing in New Zealand

The demographics of New Zealand's school-age population is rapidly changing - as is the New Zealand

Ministry of Education's curriculum for schools. Both these changes are having major impacts on educational publishing, and publishing in general for children.

At present 5 % of New Zealand's school-age population is of Asian ancestry. Another 7 % are of Pacific Island's ancestry, and about 20 % are of Maori descent. Thus, approximately a third of all the children in New Zealand are not "Pakeha" (of European descent).

Partly in response to this, the Ministry of Education *began a major curriculum reform* in 1993, with the publication of *The New Zealand Curriculum Framework*. In 1996, for example, curriculum statements for Maori and Samoan were published. One for Modern Standard Chinese was published in 1995. One for Japanese will be published in 1998. A curriculum statement for Korean is being developed. A new curriculum statement will eventually be published for every subject (and most languages) taught in New Zealand schools.

1. Book Policy of the Government

The New Zealand Ministry of Education has been publishing learning materials for New Zealand schools in English since 1907; in Maori since 1960; in Tokelauan since 1976; in Samoan, Cook Islands Maori, Niuean, and Tongan since 1983, and in Modern Standard Chinese since 1996. At present, the Ministry publishes a new resource in Maori at a rate slightly greater than one a week - and a new resource in a Pacific Islands community language about every twelve days (on average). Most of these publications are published by Learning Media, under contract to the Ministry, for free distribution to New Zealand schools.

2. Kinds of Publications

Despite the changes taking place in the demographics of the New Zealand children's book market, children's book trade publishers have not been anything like as active in languages beyond English. While most children's books published for sale in bookshops (as opposed to free distribution to schools) by Maori authors are now published bilingually, relatively few children's books are being published in Asian and Pacific Islands community languages by the book trade. The Ministry of Education remains, by far and away, the most active publisher, for children, in these languages. The Ministry's *Xin Pengyou* series of 8 supplementary readers in Modern Standard Chinese (published for the Ministry by Macmillan Publishers), for example, constitutes one of the few examples of publishing for children in that language in New Zealand in recent years. Each year the Ministry publishes more children's books in 6 Polynesian languages than all the other New Zealand publishers combined.

The major consequence of this is that, once a bilingual student finishes secondary school, there is very little for them to read in the way of books published in New Zealand for a general audience in their language. This is particularly a problem for students bilingual in a Polynesian language, for there are relatively few books published in Polynesian languages in other countries, so they can't even be easily ordered from overseas.

3. The New Media

The Internet certainly represents a good way to increase the total amount of information available about children's books. New Zealand children's book publishers are already creating Internet "catalogues" at their web sites. This information, in turn, is being accessed by people like children's book acquisition librarians and booksellers, both in New Zealand and overseas. But for the world's smaller languages, such as the Polynesian languages, as opposed to large, international languages (like English), the Internet offers an extremely important new way to gather currently quite difficult to obtain information about children's books published in the languages. Where can you find a list of all the children's books ever published in Maori or Tokelauan, for example? How can you find out which of these remain in print? What if you want to order one? Who can you order it from? This kind of information is gradually appearing on the Internet.

The next step will be to place the text of these books themselves on the Internet. There already is a project underway which aims to place the contents of all the world's out-of-copyright books on the Internet.

Take a very small language, such as Tokelauan. Less than a hundred children's books have ever been published in this language. (More Tokelauans live in New Zealand than in Tokelau.) About five or six new children's books are published each year in Tokelauan. It is not a huge task to place all of those which are now out-of-copyright on the Internet, for free-to-view and download-to-print. A mechanism will probably be developed soon to allow in-print titles to also be accessed, perhaps for a small fee to the copyright holder and the publisher. At present, it is extremely difficult to locate physical copies of most of the existing Tokelauan children's books.

The implication of current developments on the Internet is that that may soon change. Institutions such as schools and libraries (even in remote places like the three Tokelauan atolls themselves) may soon be able to access them. So will Tokelauan children in classrooms in places like Auckland and Honolulu.

So, paradoxically, I think that the Internet will have its greatest impact on reading in the world's smaller languages.

The cost of access to the Internet (which includes, of course the cost of purchasing and running a computer) currently limits the ability of the Internet to directly reach most children. But that will change as costs come down, and computers, telephones, and televisions merge and eventually become one low-cost machine.

Will children read books on screen - or will they print out copies on colour laser printers (once that too becomes an inexpensive technology)? That will probably depend on the kind of children's book it is. Children might be happy to access a picture book on screen,

but will almost certainly want to print out dense text to read later as hard copy.

4. Distribution

A major problem exists in Maori-language publishing. New Zealand does not yet have a specialist distributor to represent Maori-language children's book publishers in the book trade. Consequently, Maori-language children's books published by major publishers do reach schools and bookshops, but Maori-language children's book published by small, specialist publishers (sometimes community groups who only publish a few titles) are not easily obtained by schools, bookshops, libraries, or (consequently) the general public. Books Pasifika in Auckland, a specialist bookshop, does do a fairly good job, through its Auckland shop and its mail order catalogues, to make publishing in Pacific Islands community languages relatively accessible. (New Zealand's Pacific Islands population is, to some extent, concentrated in Auckland.)

5. Marketing and Sales

Though the Ministry of Education is a very active publisher of children's books (and the most active publisher of children's books in a number of Polynesian languages) it does not widely advertise these books beyond schools (to which they are distributed for free). It does not particularly budget for sending out review copies, for example. Though many of these books are for sale to bookshop, many bookshops are unaware of this. The Ministry's mission is to supply schools, not to promote sales to the general public. As a consequence, many people have the mistaken impression that very few books and periodicals are published for children in New Zealand in languages other than English. But the Ministry publishes 4 separate periodicals for children in Maori, one in Samoan, and a newspaper in Maori - in addition to children's books and those on audio cassette.

Some awards for children's books (such as the New Zealand Library and Information Association's Children's Book Awards) exclude New Zealand children's books not published in Maori or English. This also has the effect of reducing public awareness of (and therefore access to) them.

6. Printing Materials

Imported papers can be more expensive in New Zealand than in many other countries, primarily because of New Zealand's distance from the countries of origin. This is one of the reasons why children's books are relatively expensive in New Zealand.

7. Imports and Exports

A number of New Zealand publishers have recently enjoyed considerable export success marketing New Zealand children's books and books for early literacy programmes - particularly in English-language markets like the United Kingdom, the United States and Australia. Exports are growing to the Pacific and Asia. On the other hand, even though New Zealand is now a relatively active publisher of children's books in Polynesian languages, not all Pacific Islands countries are signatories to UNESCO's copyright conventions and some of them have in place quite high import duties on books (including on children's books published in their own languages). This is a regional issue which UNESCO might wish to re-address.

8. Copyright

The Royal New Zealand Foundation for the Blind and National Braille and Talking Book Library currently holds (as of 1996) 5,737 titles on audio cassette (3,270 fiction; 2,647 non-fiction), of which 20% (1,138) are by New Zealand authors. The 1994 Copyright Act contained landmark legislation allowing registered bodies like The Royal New Zealand Foundation for the Blind to produce locally-published materials in braille, large print, and on audio cassette for the blind without the need to clear or pay for copyright. But The Royal New Zealand Foundation for the Blind has great difficulty in obtaining rights to books published in the United States (where, of course, a great deal of intellectual property resides).

Urgent Issues Related to Reading and Book Promotion

I tend to think that the promotion of reading in the new media, such as the Internet, in our region's "'big" languages (in particular in English) will just happen anyway. But I do think that an important opportunity exists for UNESCO to have a voice in ensuring that our region's smaller languages (and especially the fostering of reading in indigenous languages like Maori, for example) are not forgotten on the Internet. I sense that it is precisely in these languages that the Internet may have, in relative terms, its greatest impact on children's reading habits.

In New Zealand we need to urgently address the need to open up all our children's book awards to children's books published in all our languages.

Practical Proposals for Programmes under Future APPREB Activities - With Suggestions for Possible Solutions

A number of countries in the Pacific and on the Pacific Rim (for example, New Zealand, Australia, Fiji, and the United States) now have growing Asian populations. But, in all these countries, schools, libraries, and bookshops do not have easy access to children's books published in Asian countries in Asian languages. Is APPREB in a position to look at how it could facilitate the flow of children's books published in Asian languages to children of Asian ancestry growing up and going to school in Pacific countries - and to all children in those countries learning Asian languages? One thinks, for example, of the relative lack of children's

books published in Hindi and Urdu - which are so desperately needed by children of Fijian-Indian ancestry growing up in Fiji, New Zealand, Australia, Canada, and the United States.

Of equal concern, some Pacific languages are shared between a number of different school systems. A good example is Samoan, which is spoken by quite large numbers of children in Samoa, American Samoa, Hawaii, and New Zealand. The single greatest barrier to the publishing of more children's books in a language like Samoan is the high unit cost which results from small print runs. Were publishers (and Ministries of Education) in Samoa, American Samoa, Hawaii, and New Zealand to combine, they would be able to reduce this problem. Once again, there is clearly a role here for a facilitator. Is APPREB able to play such a role in the region?

Pakistan

Ahmad Faraz
Managing Director, National Book Foundation

General Overview

Book Industry in Pakistan is presently at the take-off stage. It could not gain reasonable momentum in its total life span of 50 years because of multiple factors. However, the most crucial was low literacy rate. One school of thought attributes the said growth to the poor reading habit of the society. This conclusion is controversial to certain extent though it has also contributed a lot to develop such a situation.

In Pakistan publishing is confined to 3 major cities of the country namely Lahore, Karachi and Islamabad. Lahore has been the centre of publishing and education prior to the creation of Pakistan in August 1947 as well. Even today major publishing work is being carried out at Lahore both in terms of physical publishing as well as distribution of published material.

In the absence of a scientific and established data system, it is difficult to give exact figures of the publishing houses and the titles published under each category every year. However, a broad picture in this behalf is as follows.

National Book Foundation is the largest publishing organization in the country in the public sector which deals in books other than textbooks as well. In the private sector the approximate position city-wise is as follows.

Printers	300
Publishers	426
Booksellers	3,000

Almost 70% of the publishing both in public and private sector is confined to the printing of textbooks at schools, colleges, universities and professional educational institutions. The booksellers mainly deal with these textbooks. Among the rest of the 30% the publishers can be categorized as follows:

1. Those who deal with only children's books.
2. Publishers of fiction, poetry, comics.
3. Publishers dealing with serious literature, though their number is not very large.

The National Book Foundation is, however, trying to fulfill some of the basic needs as indicated above within its available resources. There is a regular programme of book exhibitions throughout the year in all parts of the country. It is also trying to establish a Centralized Distribution System of books accessible to writers, booksellers, organizations, etc., on free-of-charge basis. Even at present, it has made its 21 outlets available to all of them for placing their books on sale-and-return basis.

Similarly all our efforts are being made to promote book industry and reading habit in the country for supplementing these objectives. It is also implementing the following book promotional activities:

1) Readers Clubs are available at 31 major cities of the country whereby the members are eligible to buy books of their choice at half the price while the rest of the price is paid by the National Book Foundation.
2) Encouragement and support is given to the new creative publications of the local authors selecting their manuscripts for publishing and also conferring awards on them. The aforesaid encouragement and support is also given to the local writers by purchase of multiple copies of their publications.
3) Cash awards and medals are awarded for publications of articles by the local scientists in international journals.
4) Books are purchased for donation outside the country to various educational institutions.
5) Promotion of children's literature through various schemes and incentives.
6) Presidential Awards on the Best Written Children's Books on the Founder and Creator of the country, National Poet and Pakistan.
7) Awards on Best Published Books to the publishers, designers and authors.
8) Awards to authors of books on natural sciences and three social sciences.
9) Production of books for children and neo-literates.
10) Local reproduction of foreign textbooks.
11) Production of general books for public.
12) Development of school textbooks
13) Participation in international book fairs
14) Translations of foreign publications in the national language.

Pressing Needs and Regional Priorities

APPREB may play an effective role by coordinating the activities of the national agencies of APPREB in the region. Agencies like National Book Foundation are playing an effective role for book development. Constant liaison and extended interaction with ACCU may further strengthen the activities of such organizations.

Academic assistance and experts advice can be provided to formulate book development plan/policy in the light of the experiences drawn from such member countries who have made significant progress in this field. It can be done with the full support and help of APPREB-UNESCO.

Role of APPREB in promotion of books and reading

Main hurdles for the development of the publishing industry are the need of good quality printing paper at low cost, latest printing and binding units and pre-press set-up. Concrete steps are required to be taken for provision of latest equipment and trained manpower. Especially training in the field of desk-top publishing is much needed. Establishment of service bureau at a large scale and training centres for DTP be of much help for the publishing industry.

Networking of the national agencies of the ACCU in the region is required. ACCU may help them by placing their home pages and having a listserv for close collaboration fully availing the facility of internet.

APPREB may constitute a team of experts in book development in the region preferably nominees of the national agencies for conducting survey. The experts may submit their reports alongside solid proposals for strengthening the publishing industry in the next meeting of APPREB so that the ways and means may be explored for joining hands to make good quality reading material available at low prices in the region.

APPREB objectives for 1998-1999

1. Networking of the national agencies through internet, listserv and home pages.
2. Providing information about latest equipment/machinery available for the publishing industry.
3. Organizing training courses on DTP.
4. Training courses through e-mail for improving the skills of the personnel engaged in the publishing industry.
5. Exploring possibility of establishing service bureaus fully equipped with pre-press set-up and printing and binding units in close collaboration with the national agency.

Papua New Guinea

Marlon Kuelinad
Children's writer / illustrator, Curriculum Unit, Education Department

General Overview

Papua New Guinea has a population of 4 million people, three quarters of which live in the rural areas as subsistence farmers. According to the 1990 National Government survey, 2 million of its population are illiterate. Between 1982 and 1983 the National Government started to work on policies to combat illiteracy as well as other related problems such as loss of local languages and indigenous cultures due to adoption of western style of education system. Research and reports were complied by notable citizens as well as various concerned organizations on the matter and recommendations were made for a total overhaul of the education system.

In 1992 Education Reform Office was established within the Curriculum Development Division (CDD) to monitor the Education Reform activities. Beginning in 1995 Education Reform activities went off the ground in some provinces of the country. Vernacular preparatory schools were started in selected community schools. Those selected schools went through trial periods and 99% of students did very well in their learning compared to schools who had no vernacular preparatory school programs. In 1996 the National Government endorsed the Education Reform policy making it possible for implementation at various levels of education system. NGOs and church groups are also involved in establishing vernacular prep school and also are actively involved with adult literacy classes.

Following these activities the National Government also endorsed on 4 - 8 August a 'National Book Week' and 8 - 12 September a 'National Literacy Week', which are yearly events in which various books and literacy promotion activities are organized throughout the country especially in the schools.

In the mid 1930s small printing presses were established. From those humble beginnings came the two prominent and oldest publishing houses in the country. They are the Kristen Press Incorporated which is run by the Lutheran Church and the Wiruvi Press, run by Catholic Church. They publish books in three main languages, English, Tok Pisin, Motu and even some local languages. English and Tok Pisin are widely used languages in the country. Apart from these two publishing houses, there are also big newspaper companies which produce daily newspapers to disseminate information to the population at large.

Post Courier is the oldest newspaper company established in 1969 followed by Word Publishing established in 1970 which is the only company who publishes newspapers and magazines utilizing two main languages, Tok Pisin and English. Word Publishing

started with *Wantok*, a Tok Pisin newspaper, and over the years they went into publishing others which includes the following: the *Times* of PNG, *New Nation*, a magazine for young people, *the Weekender*, a weekend newspaper, *PNG Trade*, a monthly magazine and the *Independent*, a weekly newspaper.

The third newspaper company is the 'National' established recently in 1993 which produces newspapers in full colour. Apart from these three major newspaper publishing companies there are number of smaller printing houses throughout the country. Most of them are located in the main urban centres. The National Government also runs its own Government Printing houses called 'The Government Printers,' and it only features the work of the Government.

Although there are quite a number of printing houses existing in the country, many are involved with printing of promotional materials and few paged books and magazines. However none of these printing houses had undertaken major book production projects, except for the two church-run publishing houses mentioned earlier.

It sounds like Papua New Guinea is progressing well with its publishing industry but there are many vital and everlasting issues and problems which do exist and hinder the development of this industry. They are:

1. Lack of insight and support from the National Government in terms of: 1) Formulation of copyright laws to protect publishers, writers, designers and illustrators; and 2) Development of quality workforce through establishment of good training institutions equipped with modern facilities.

2. Lack of cooperation from Government and private sector in development and production of children's reading books and materials utilizing local stories, topics, myths and legends.

3. Lack of the Government's intervention into the general public's claim that printing within country is very expensive, sending printing jobs overseas which is taking away employment opportunities for the local workforce.

4. Publishing industry lacks qualified local professionals in the areas of; children's writers, designers, illustrators, editors, typesetters, printers and darkroom operators and photographers.

5. Existing Printing houses are not equipped with latest and modern electronic equipment to enable them to compete at the international level. That also brings the issue of lack of quality training for the workforce to meet the modern industry's needs.

6. Industry lacks trained personnel for book management, book marketing and networking skills.

7. Less effort from the private sector with regard to reading habits promotion for the population at large.

Proposal for APPREB Programmes

Publishing industry in Papua New Guinea had long-lasting problems due to various factors locally as well as internationally. Some of the vital issues that are highlighted in this report could be looked at as the basis for further discussion by each member country in the Asia/Pacific region. This could also be a basis for proper survey and assessment to be carried out at the Regional and National level under the auspices of APPREB so that root problems could be identified and dealt with accordingly.

For several years ACCU has put tremendous effort and resource into conducting short term training and organizing workshops for the cause of publishing and one of it is the co-publication programmes in the Asia/Pacific region.

Papua New Guinea has always benefited from these programmes. Individuals who participated in these programmes were a bonus for them as well as an exposure into modern technologies outside of Papua New Guinea. However, problems in the overall publishing industry has always remained in the country.

The vital issue that needs to be seriously looked at now is the long term training programmes. ACCU may look at or support quality long term training in various fields of publishing. A regional and sub-regional centre may be established and facilitated with modern training facilities to enhance knowledge and skills of member countries of the Asia/Pacific region.

Disciplines that require quality training are particularly in the publishing of children's books and in such areas as: writers, editors and proofreaders, designers, illustrators, typesetters, printers and printing technicians. Other areas that need to be looked at as well are: Book marketing and management strategies, library networking, book promotions and motivation of reading habits.

Philippines

Virgilio S. Almario
Executive Director, Children's Communication Center

I am happy to report that our country has been experiencing a good wind in publishing over the last five years. Our printed reading materials have increased tremendously, our annual book fairs are steadily creating a growing clientele, more and more outlets are allotting prime display space for Filipino books, and support organizations, like the Manila Critic Circle which gives annual book awards, are promoting the value of books and reading. I would say, without being too optimistic, that the Philippines is on the verge of developing a vibrant book publishing industry.

It is this exciting prospect that showcases the weak-

nesses that must be urgently addressed in our publishing industry.

Close to fifteen years ago, in 1983, when I was conducting a survey on books published in the Philippines, requested by ACCU in preparation for a meeting similar to this, I encountered at least three studies on book publishing that indicated that no such documentation existed. The same situation continues. Until today, there is no reliable information of how many books the Philippines publishes each year.

As part of its mandate, the National Book Development Board (NBDB), organized in 1995, should be gathering this type of information as well as other statistics about the Filipino book industry. But it seems to be concerned with other, more political matters. When a researcher approached its office, NBDB had listed only 33 books published in 1996.

Such information is easily refuted by the recorded 1,817 entries in the Philippine National Bibliography for 1997. The bibliography is a list of works published or printed in the Philippines by Filipino authors or about the Philippines. It is published quarterly and cumulated annually by the Bibliographic Services Division of the National Library.

Filipino authors or publishers are expected to apply for copyright and ISBN in the National Library. Therefore, in theory, its Philippine National Bibliography is complete. However, the list must be examined thoroughly for it also contains copyrightable items which are not books, such as periodicals, directories, seminar papers, lectures, and even musical scores.

This is just one of the many tasks that should be addressed by the NBDB. When this government commission was formed, I reported it with great hopes at the regional consultation of APPREB held in Bangkok in 1995. But after almost two years, I feel that the NBDB suffers from poor leadership and lack of strategic planning. Its leaders must transcend petty quibbles within the publishing circle and instead exert efforts to gain the support and confidence of established publishers and competing associations.

More important, it should concern itself with wide-ranging research projects to generate an extensive and reliable database it can use to develop policies and far-sighted plans. NBDB should orchestrate, with the country's big publishing associations, the development of fundamental guidelines to set common goals for the whole industry. Basic issues, like national language for example, must be resolved among the publishers or in a national book policy so that there will be concerted effort on what text should be propagated which can help in the education of the next generation of Filipinos and at the same time ensure a bigger market for Filipino books.

The Philippines, like many developing countries in Asia, Africa, and South America, is very much a consumer of books from the United States and other big international publishing houses. This can undermine the health of the book publishing industry. Even when I say that more Filipino titles are being printed now, many still carry the influence of books which sell in the United States or Great Britain. This kind of dependence weakens the appeal of locally produced books while it strengthens the continuous dominance of imported products in the very domestic market of Filipino books. Another important task therefore the NBDB can undertake is to set in place a more nationalist-oriented book policy to ease this situation.

Republic of Korea

Kim Sung-jae
President, Iljisa Publishing House

Noted Trends in Publishing in Korea Today

1 Book policy of the government

The concerned government agency couldn't well carry out policies for the advancement of book publishing owing to the insufficient budget for culture growth. Above all, library policy is very poor. From shortage of libraries and their poor collections, not only can we stimulate scholars to aspire to study, but we also cannot promote book reading habit efficiently. Moreover the budget for book acquisition is too poor to purchase scholarly books enough. Accordingly, libraries cannot play their roles as the primary market for scholarly books. This is an obstacle to the specialized scholarly book publishing. As of December 1995, there are 10,244 libraries in Rep. of Korea, which include one National Library, one National Assembly Library, 329 public libraries, 378 university libraries, 9,117 school libraries and 418 specialized libraries. In March 1994, 'Law for the Promotion of Libraries' was replaced by 'Law for the Promotion of Libraries and Reading' which made a turning point in people's reading environment.

2 Kinds of publications

In 1996, the number of titles published was 26,664 (Calculation based on book deposit presented to the Ministry of Culture and Sports, excluding government and research institute publications, school textbooks, comic books) which means that an average of 75 titles were published daily.

The table on the opposite page shows the number of new books published in the last decade by category. The most remarkably increased category was technology. It was due to the boom of computer books. On the other hand, pure science got only 1.7% of the total in 1996. This poorness of fundamental science books is one of the major problems.

3 Multimedia

Multimedia software publishing market in Korea is rising with fast growing sales despite its slow start. 715 titles of CD-ROMs were produced in the year 1996 and more than 300 titles of CD-Is were released.

So far, domestic multimedia software publishing market has shown drastic growth every year from US$17,700,000 of 1994 via US$71,000,000 of 1995 to US$118,000,000 of 1996. It is expected that the current scale of the market will become much bigger. Since it's been a formation period of the market from 1991 to 1996, both the supply and demand of multimedia software publishing were relatively small. However, more than 1,000 titles are expected to be sold in 1997 which is almost three times more than those of 1996. In the on-line publishing field, many publishers are actively working. Now, there are dozens of publishers who are running their own home pages on Internet. There are also 3 Web-magazines (so-called 'Webzines') which use Internet.

4 Distribution

The distribution system in Korea is a little bit unsatisfactory. That is to say, because the wholesalers are small-scaled and are not systematized, they are unable to carry out the wholesaling function as it should, exhibiting extreme bipolarized phenomena between large bookstores and small bookstores. Because of this, the bottleneck phenomena in distribution system is being intensified as the wholesale and retail bookstores fail to fulfill their functions well, creating a variety of problems in the course of the publication distribution processes.

5 Marketing and Sales

The Fair Trade Committee made a preliminary announcement on its amendment of the Ordinance in Fair Trade Law on 26th January 1995 which put great importance on self regulation of the book price. As Korean publishers had to manage to this situation, they insisted on the continuation of the Resale Price Maintenance System. As the result, the amendment of the law has been set back till 1997 when the domestic publishing market is intended to be open. Needless to say, the Fair Trade Committee will not cease to endeavor to amend the ordinance despite publishers' efforts until it will be able to abolish the system at last.

6 Printing Technology and Printing Materials

Printing materials go on increasing in the export amount year by year, due to improvement in its technology. Export of paper for printing is also increasing.

7 Languages in Publishing

Most books are printed in Hangul that is the native character of Korea, but some books are published in Hangul mingled with Chinese characters.

8 Imports and Exports of Publications

Unhappily, our book exports are confined to trivial parts. On the other hand, foreign book imports are enormous. Korea is a valuable market for English books. The number of foreign books imported were 11,069,651 copies in 1995, and over half of them were imported from the US and UK.

Number of book titles production by category in Republic of Korea

year / category	1987	1988	1989	1991	1991	1992	1993	1994	1995	1996
General Works	442	524	383	197	303	232	350	283	350	359
Philosophy	635	570	471	621	565	608	680	727	717	722
Religion	1,582	1,679	1,569	1,563	1,921	2,044	2,040	1,941	1,834	1,718
Social Sciences	3,469	3,408	3,077	3,142	3,276	2,874	3,106	3,539	3,502	3,856
Pure Sciences	445	418	222	328	352	328	420	463	521	387
Techology	1,777	1,965	1,806	1,761	2,208	2,948	2,986	3,887	3,155	3,373
Arts	1,148	981	940	983	1,113	1,130	1,173	1,314	1,107	1,094
Language	1,154	988	1,127	882	1,034	938	1,143	1,321	1,107	1,557
Literature	3,937	1,229	6,435	3,613	4,373	4,654	5,336	6,053	4,771	4,411
History	799	949	869	657	647	953	924	966	972	945
Children's Book	3,234	2,723	2,666	2,344	3,213	1,149	4,061	4,360	4,163	4,135
School Refereace	3,803	3,902	4,180	4,799	3,765	3,925	4,085	4,710	4,691	4,107
Total	22,425	22,336	20,745	20,903	22,770	24,783	26,304	29,564	27,407	26,664

Source: Korean Publishers Association

BEST COPY AVAILABLE

9 Copyright

After its enactment, the Copyright Law underwent a series of amendment in accordance with the changing atmosphere of the copyright conditions within and outside Korea. Korea, as a member of WTO, amended the Copyright Law in November 1995 to comply with the TRIPS agreement. The Copyright Law may be also applicable to the utilization of digital technology, particularly to using Internet. So, we are trying to make a complete revision of Copyright Law to be well-matched to the WCT (WIPO Copyright Treaty). WIPO National Seminar on Digital Technology and the New WIPO Treaties held in October1997 in Seoul was for making a link with this plan.

Most Urgent Issues Related to Book Promotion in Korea Today.

The following subjects suggested on a survey for reading promotion by Korean Publishing Research Institute are correspondent to urgent issues related to book promotion in Korea today.

1) To strengthen reading campaign of the press
2) Regulations against vulgar video and publication
3) To establish more school libraries and to activate their functions
4) Improvements in educational system for the first consideration for entrance examination
5) Activation for reading education in school
6) To set up national organizations for reading campaign structure
7) Improvements in book distribution on booksellers' circles

Sri Lanka

Henry Samaranayake
Chairman, Sri Lanka National Library Services Board

General Overview

Since the Regional Consultation for APPREB held in Bangkok in August 1995 substantial changes have taken place in the Sri Lanka book trade.

A total revamp in the entire book trade in Sri Lanka is expected during the next five years with an unprecedented input of resources from the World Bank/IDA under the General Education Project II (GEP II) for which the agreement was signed recently. Under this project firstly there will be a radical reform in both the content and the production of school textbooks published by the Government for the Free Textbooks Scheme. Secondly there will be active private sector participation in the preparation of upgraded supplementary reading materials and thirdly improvement of school libraries with the aim to make available more books in the process of learning.

Although there are 4 major sectors involved in the publishing industry in Sri Lanka, the Educational Publications Department under the Ministry of Education and Higher Education (MOE&HE) and approximately 35 private sector commercial publishing houses are responsible for the production and distribution of more than 80 per cent of the books used in Sri Lanka. Approximately 15 per cent of the books marketed in Sri Lanka are imported books, mainly in the English language and the majority of them are textbooks for higher educational institutions. The balance 5 per cent is produced by government departments, educational institutions, non-governmental non-profit making organizations and author-publishers.

A Project in Book Development

A few years back the International Book Development (Private) Limited (IBD) a consultancy organization in the UK conducted a book sector study for the MOE&HE in Sri Lanka with the financial assistance from the World Bank and Canadian Organization for Educational Development. On the recommendation of the IBD study which took the initiative, several other studies were made to identify the areas to be developed and issues to be considered to improve the quality of books produced in Sri Lanka, to increase the use of books in the system of education, to instill the reading habit among school children and the general public, to develop the school and public library system and to develop the human resources in the library system, authorship, book production, printing and distribution activities. These studies also have carefully looked into the copyright aspect in the publishing of books.

Following are the key changes in the book sector under the proposed project:

1. Improvement of school textbooks

It is proposed to re-write the entire series of textbooks amounting to 220 titles during the next 5 years. Book format to vary according to age group, inclusion of 4 colour, 3 colour, 2 colour and monochrome pictures and illustrations as appropriate to the respective age groups and grades, use of high quality printing paper and cover material to ensure a 3-year use for the purpose of re-cycling are also proposed. The Educational Publications Department is to be re-organized and special attention is to be given to the development of human resources such as authors, editors, designers, illustrators etc.

2. The development of school libraries and promoting the reading habit among school children.

Under this project 2,000 new school libraries are to be set up in the next 5 years, out of which 350 will be fully equipped with audio-visual and other modern li-

brary facilities. Provision is also made to improve 1,000 out of approximately 3,500 existing school libraries. Also steps are now being taken to set up a School Library Personnel Cadre and to train teachers as school library supervisors. It is also proposed to establish a National Institute of Library and Information Science (NILIS) attached to a public sector university with the power to award certificates and confer Post Graduate Degrees in Library and Information Science. Facilities in the NILIS will be made available to train authors, illustrators, book designers, etc.

Underlying Problems

Compared to 1995 the situation has changed tremendously for the better.

1. Materials, printing & binding

The very high cost of paper and the lack of investment in printing & binding equipment used to give rise to low standards of book production. This picture has now changed. The Government by the end of 1995 decided to reduce the import duty on paper to 10% from 25-65%. Investment on sophisticated printing & binding equipment by the private sector establishments is evident at present.

This factor coupled with the steps taken by the Sri Lanka National Library Services Board (SLNLSB) and the National Book Development Council of Sri Lanka (NBDCSL) to educate both private sector & author publishers on the importance of maintaining high quality, have been instrumental in the production of books with a reasonably high standard.

2 Authorship, material development and editorial resources

Lack of professionalism in authorship and material development in both public and private sector has resulted in low quality presentation of text,lack of organized pre-testing and evaluation

In this regard although pre-testing and evaluation process is still not used in Sri Lanka, steps have been taken by the SLNLSB, the NBDCSL and the Publishers Association of Sri Lanka to conduct short term courses on authorship and editorial aspects.

3 Lack of National Book Policy

This has been looked into by the newly constituted NBDCSL and a Committee has been appointed to formulate a national book policy. The draft of the National Book Policy is now submitted to the MOE&HE for adoption.

4 Deterioration of the reading habit

The deterioration of the reading habit among students, undergraduates, as well as teachers in schools and the Universities is a major barrier in the development of the Book Trade.

Promotion of Reading Habits in Sri Lanka

The following activities have been successful in the promotion of the reading habit as well as in the kindling of an awareness about the importance of reading.

1) Book Launching Ceremonies held frequently all over the country;
2) Weekly Book Page in the Nation Newspapers in Sinhala, English and Tamil giving write-ups and reviews about new releases with a colour picture of the book cover. The electronic media too plays a vital role in this connection.
3) The Sri Lanka National Library Services Board has initiated a scheme by granting Rs.100,000/= each to 6 universities to produce Library User Education Programmes for the benefit of the undergraduates. An island-wide poster competition for school children on 5 themes dealing with the reading habit was held this year.
4) A School Library Week was introduced by the Sri Lanka Library Association (SLLA) throughout the island. During this period reading and comprehension competitions, general knowledge quiz programmes, book exhibitions, lectures etc. were held.

Thailand

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Educational Officer, Book Development Centre, Department of Curriculum Instruction and Development
Ministry of Education

The National Book Policy

As one of UNESCO Member States, Thailand has continuously carried on activities relating to book development and reading promotion suggested by UNESCO since the celebration of the 1972 International Book Year. Various kinds of book activities such as the annual events of national and regional book fairs, book awards given to all types of book forms, seminars organizing on academic and commercial aspects, and training courses on book personnel etc., have been mainly organized by the government-established body, namely the National Book Development Committee of Thailand (NBDC). Having Book Development Centre (BDC), under Department of Curriculum and Instruction Development (DCID) Ministry of Education acts as the secretariat.

The Thai NBDC's objectives and mission, covering a full circle of 5 areas of book development (writing, publishing, printing, distributing and reading) have evidently created the positive atmosphere of the ongoing book development in Thailand. Besides the mentioned activities being organized, the establishment of

private book professionals have strongly accelerated such as the Writers Association, The PEN Club of Thailand, The Publishers and Booksellers Association, The Reading Association and the Printing Association which lately turned into The Federation of Thai Printing Industries etc. Much progress on Thai publishing has been mainly made by these book professionals in cooperation of NBDC. Privatization in book production is gaining more and more importance.

In consequences of the national seminars organized by NBDC and DCID concerning on book development industries, the suggestion on formulating a national book development policy and its plans was taken into action. NBDC commissioned BDC to work on its formation. Finally the National Book Development Policy and its plans have obtained the cabinet's approval on 6 October 1987. Lately the main essence has been fully integrated components of the 7 & 8th National Scheme on Economics and Social Development.

The 6 policies of the national book development consist of the following:

1. The state is provided to promote and support book production industries as being the industry of knowledge and information needed for the country development as well as the increase of the national income including income of exports.
2. The state is provided to promote and support all concerned activities of the national book development, and to stipulate the National Book Development Policy into an integral part of the present National Scheme on Economics and Social Development.
3. The state is provided to promote researches and studies on production and stipulation of book standards regarding publishing, printing and binding and to support instruction and training courses on book personnel.
4. The state is provided to promote and support book business & industry on rendering conveniences of book imports and exports, reducing cost of production and helping them enter the international market.
5. The state is provided to promote and support distribution of books to people everywhere in the country in less expensive price and availability, to render public library services equally and sufficiently for the pursuit of knowledge.
6. The state is provided to promote and support reading and uses of book for the purposes of self & social development, to enhance researches on reading & uses of books and training courses on reading.

In order to bring a success of the 6 policies, 6 operation plans have been formulated covering 17 programs of activities. They include; 1) Manuscript Creation 2) Publishing 3) Printing and Binding 4) Distribution 5) Reading Habit Cultivation and, 6) Establishment of Book Professional Organizations.

At present, a number of operation plans have been achieved with the cooperation of NBDC, although there are some which remain to be done continuously. However, as the country is now facing the economic crisis, the book business and industry certainly has been largely affected. Hopefully NBDC with the cooperation of book professional's involvement can handle the hardest-tough time and task and lead the country book development to the light again.

Other Aspects of Thai Publishing

1 Daily newspapers

Daily Newspapers published in Bangkok for the nationwide consumption shares the largest proportion of the country publishing market. Newspapers published mostly in Thai language, similar to other publication, are popularly read among Thai people. Each of the 8 major, top-popular newspapers of all 25 (2 in English and 1 in Chinese), is capable of printing 500,000-1,000,000 copies per day, using highly technological digital systems of publishing process. And distribution systems are efficiently handled by air and road services via Bangkok-based wholesale/local wholesale and provincial retail outlets. Local newspapers publishing has less importance.

Thai journalism is loosely obligated to one's concerned professional organizations which recently have associated into the Federation of Thai Journalism. Having aims to upgrade their career to meet international standards, a variety of activities are extensively provided to members, e.g. in-service training courses, study-tour, study-grants etc.

2 Periodicals

Periodicals published in form of journals and magazines are mostly produced in Bangkok for the whole country consumption. There are about 30 titles of Thai magazines published commercially for sole entertainment and specific purposes, e.g. sports, career opportunities, cars & mechanics, computers etc. There are also an unestimated number of titles of scholarly journals produced by the governmental administrative agencies with aims to diffuse scholastic knowledge and information of own specialized fields. A few titles of children's magazines, though obtaining a level of support, are occasionally on stumble along its business.

At present, publishing quality of a periodical type has greatly improved on attractive format designing and substantive content in writing, including a vast use of high-cost, best quality paper. The enormous improvement has been initiatively made through the uses of highly technological desktop publishing process, similar to the book type publishing. As for the distribution system, journals and magazines are delivered through newspapers channels via wholesale and retail network.

3 Books in general

These are mostly published in Bangkok for the nationwide consumption, covering all subject headings of fiction and non-fiction types. Currently, a non-fiction in form of handbooks on how-to, giving practical information on specific purposes, is more increasingly

popular among adult readers, specially, the newly office workers, in place of a previously popular novel-fiction type. Under the cooperation of Thai Publishers and Book Sellers Association, a business of book production is in progress with satisfied quality of publishing (both content and format) and expansion of marketing. The publishing process in Bangkok and big provinces are basically operated by electronically computerized desktop publishing in almost every step. But the local small-scale publishers use a conventional offset printing system.

Children's book production is another area, seemingly continues to grow. It is as a result of school uses as supplementary to curriculum-based textbooks. Children's book market, particularly the factual informative non-fiction type or book of knowledge, has evidently increased its importance. An amount of budget is annually allocated for purchasing these books for school-library uses.

Book distribution systems are basically handled via road deliveries from a few big Bangkok-based wholesale outlets to provincial retail outlets. Some publishers use direct-sale, either via postal services with or without cost adding to book price, or book mobile cars delivering directly to consumers.

4 Educational books

These are mostly textbooks and scholarly books used in schools, colleges and universities respectively, are totally published in Bangkok for the whole country consumption. It is the big invested business as well as the newspapers publishing business. School textbooks market is shared between 5-6 big private publishers (of the total 13) and the state-enterprise publisher namely Kurusapa Publishing House which all textbooks produced by DCID are published.

Textbook distribution systems are mainly handled, at the beginning of the academic year, by direct-sale via road deliveries according to school/provincial orders whereas the central wholesale and provincial retail outlet systems carry the business all the year round. As for the publishing quality, more improvement has been clearly seen in private textbook portion, than, but not particularly, the state textbooks, resulted from using highly computerized desktop publishing. However a textbook's price scale is economically controlled by DCID for benefits of overall student consumers.

Multimedia

Multimedia including innovation relating to information technology, has been widely long utilized in the business section since firstly invented, but not as much as in the educational section. Last year the government has firstly launched a project of computer-purchase with a huge amount of budget allocation. It is carried on under the plan of The Education Reform at the Ministry of Education (1996-2007) in the Area of School Reform. Every state-run schools and the big famous private schools in Bangkok have totally computers installed. In provincial areas, 85% of secondary schools (2,555 of 3,000) and 20% of primary schools (5,998 of 31,000) have computers installed. However, the budget of computer purchase has been cut down as a result of the country economic crisis.

The computer systems, at first, are much used for administrative assistance than instructional assistance. However, at present, CAI (Computer Assisted Instruction) has been increasingly used as well, since the promulgation of the new curriculum. A number of formal and non-formal study courses are provided for learners in the primary level to secondary levels, so that CAI has evidently become in need for school uses as supplementary learned materials to the curriculum-based textbooks.

Copyright

The Kingdom of Thailand became party to the Berne Convention on 17 July 1931, with the latest Act of Berlin in July 1981 and Paris Convention Articles 22 to 38, on 29 December 1980.

In 1978 after almost half a century since the 1931 Act has been implemented within the Kingdom, as a consequence of social and economics progress, Thai Government has commissioned Ministry of Education to enact the new copyright law entitled "The Copyright Act, B.E. 2521 (1978)" and " The Royal Decree Providing Conditions for the Protection of International Copyright, B.E. 2526 (1983)."

Thailand had recently enacted the newest copyright law in 1994, resulting from the multimedia development. It is named "The Copyright Act, B.E. 2587 (1994) covering all articles mentioned in the previous acts with the new additional protection of computer programmes.

Presently, The Copyright Act has not included protection on newspaper publishing, it is thereby abided to another law, that is "The Press Act B.E. 2484 (1941) with the latest amendment in B.E. 2534 (1991), under jurisdiction of Civil Law.

Urgent Needs on Book Promotion

The problems of personnel shortage in Thai publishing has been more increasingly affected on its business. There is occasionally the flow of highly technologically skilled personnel among publishers. It is the keen competition, purchasing in a high salary scale, skillful workers from small publishers. Thus the crucial crisis has been existed in the small, medium-sized publishers where the advanced technologically desktop publishing machines are installed but no personnel to work. To solve this problem, the suggestion to organize training courses on desktop publishing and concerned specialized works e.g. graphic design, layout-paste making etc. including printing process e.g. camera and film processing, scanning systems, and offset printing. Assistance of a mobile expert-team should be provided by UNESCO or APPREB in the training courses at the national level or regional level.

The area of reading promotion among young gen-

eration is another crucial problem in Thai society. Since we are non-reading cultural-based society, people, especially the young generation, are unlikely to read more. Many activities on reading promotion have been occasionally organized by governmental and private sectors; however it is not quite successful. A number of readers is less increased, reflecting on a number of book purchases. Thus the solution on this area has to be done continuously. Some experiences of reading activities organized among UNESCO member states should be shared and discussed in the regional seminars and training courses provided by UNESCO-APPREB so that it may come up with good suggestion and practical implementation.

Viet Nam

Pham Quang Vinh
Vice President, Kim Dong Publishing House

On Free Distribution of Books to Children in the Mountain and Remote Regions

Although mass media has been developing very fast and diverse, books remain an indispensable spiritual dish for Vietnamese children.

For several years now, the number of book titles published every year for children in Vietnam has increased remarkably. Beside the Kim Dong Publishing House which specializes in publishing books for children, almost all other publishing houses have published books for young readers.

However, there have been disparities in the distribution of books for children between populated regions. Books have more often been distributed in cities and district towns. In the rural areas where the portion of children in the population is much higher than in cities and towns, the book distribution is very limited. Particularly in high mountain and remote areas and islands or out-of-way areas in the southern part of Vietnam, children almost do not have access to books.

The reasons for the uneven distribution of books for children include:

1) Economic difficulties: although the price of books for children is lower than the average book prices, it is still high compared with the income of rural people.
2) Difficult transportation due to inaccessible roads.

To encourage children to read books, particularly children in the areas which are in great shortage of books, since 1993, the Vietnamese Government has spent part of its annual educational budget on publication and distribution of books free of charge children in the mountain, remote and out-of-way areas throughout the country. The government has placed order to the Kim Dong Publishing House to select topics, edit and publish books for children under this national programme.

Since 1993, the total value of books distributed free of charge to children in the mountain areas is 34 billion Vietnamese Dong with 384 book titles and 11 million copies.

Kim Dong Publishing House and the Government Programme of Free Distribution of Books to Children in Mountain Regions

Free distribution of books to children in poor regions is a practical and positive measure to encourage children to read books.

Having been placed with order by the Government, the Kim Dong Publishing House every year sends its staff to areas to be distributed with books to study the situation of book reading by children and their requirements in terms of contents, topics, forms and presentation of the publications to work out plan for publication of books to be distributed free of charge to children in the following year.

The books selected to the annual free book distribution programme include best sellers of the Kim Dong Publishing House which are rich in content and about the diverse life of children in Vietnam and the world and education of the good. Special attention is paid to books which help children integrate into the community and books about ecology and environment, advanced technology and science and about different cultures of the Asia and the Pacific region.

Since 1993, the Kim Dong Publishing House has gradually included in the Government free book distribution programme some of the books published by the ACP Programme to multiply their copies and encourage children to read the best sellers of the Asia-Pacific Cooperation Programme (ACP) (including *Read Me a Story, Asian Short Stories-Volume 1 and 2, the Last Ticket*, etc.)

The presentation and layout of books distributed free of charge are much more beautiful. Mountain children are especially interested in stories illustrated with colourful pictures and with thick paper and thick covers. The Kim Dong Publishing House has tried to meet children's demand by improving the presentation, layout and forms of story books.

To help children find interesting books suitable to their ages and their interests, the Kim Dong Publishing House has categorized books by readers' age and published books in sets with special presentation and layout. At present some sets of books have been published for children including,'*The Yellow Book Case*' for lower secondary school children, '*The Yellow Book Case*' for primary school children, a set of colourful stories for kindergarten children, a set of colourful picture Vietnamese folk tales, a set of world fairy tales, etc.

Through distribution agencies and school libraries, the Kim Dong Publishing House has had a close link with children in the areas where books have been distributed, mainly through correspondence, who have

given us their comments and requirements concerning the content and presentation of the publications and reading guidance and preservation of books in a more efficient way. The Publishing House staff have on many occasions delivered books directly to recipients together with distribution staff to draw experiences to further improve the editing and printing of books for children.

The Kim Dong Publishing House has also rallied a number of writers and experts who are experienced in many fields to coordinate and cooperate in implementing the programme.

Effectiveness of the Free Book Distribution Programme

Having witnessed with our own eyes the joy of mountain children receiving books free of charge, we further confirm the great significance of the programme which spends part of the social welfare on book publication and distribution to encourage book reading by children in poor and disadvantaged areas.

Children of ethnic minority groups have little access to cultural entertainment presented by different media (which is rather popular to urban children) such as TV, video, electronic and computer games. Therefore books and newspapers are the most practical media for their entertainment.

In their letters sent to the Publishing House, some teachers said since having regularly received books free of charge, children in the mountain and highland areas study better, they can speak the national language better and their knowledge has been much improved and widened.

However, the annual allocation of just 6-7 billion Vietnamese Dong for this programme is too little compared with the vast areas to be covered (although the Kim Dong Publishing House has been trying to reduce the cost of their publications to increase the number of copies and the Vietnamese State has been trying to increase the annual funding for this programme.

In the framework of APPREB, we think that the current programme by the Vietnamese government is a positive and effective measure.

Kim Dong Publishing House is highly encouraged by ACCU's encouragement and co-operation in this programme.

Afro-Asian Book Council

Abul Hasan
Director, Afro-Asian Book Council

Background

The first-ever Afro-Asian Publishing Conference held in New Delhi in February 1990 took stock of the global situation in the production and distribution of books in general and the problems of authorship and publishing in Africa and Asia in particular. The conference observed that the book scenario in the two regions was characterized by fast growing and unsatisfied book needs of various age-groups and sections of the people. It was noticed that despite a vast reservoir of scholastic and creative talent, there was a continued dependence of all the developing countries of Africa and Asia not only on functional but also on literary material emanating from countries outside the developing world with different environment. The meeting also noted with concern that despite perceptible improvement in the world book production, a considerable lag existed in the development of the potential for production of reasonably priced books for the collective needs of all people in various countries of Africa and Asia. The Council viewed this situation as a challenge and decided to set up an Afro-Asian Book Council to make cooperative endeavours, both intra-regional and inter-regional, to realise the potential in the two regions for self-reliance in the field of books.

Objectives

The Council is a non-profit, non-governmental organisation registered as a Society with headquarters in New Delhi. It aims at author development, co-publishing, easy access to copyright and subsidiary rights, establishment of research and training facilities for the book industry personnel, two-way flow of reasonably priced books and reading material and exchange of books and information about books. The resolution setting up the Council enjoins upon it to undertake such activities as may be required to create mutual awareness among Afro-Asian countries of their reciprocal needs and potential for the creation, production and dissemination of books, to highlight the benefits of mutual cooperation and explore ways and means of achieving such cooperation and to mobilize support from UN bodies and other national and international organisations and associations for the fulfillment of its objectives.

Specialties

Just as South-South dialogue is a specialty of the Council not visible elsewhere in the field of books, author development is yet another unique activity of the Council. The Council has mounted author workshops in Africa (Ethiopia and Kenya) and Asia (India, Pakistan and Malaysia) to promote the professional and economic status of the author. In these workshops discussions are held on the rights and responsibilities of authors, the whole process of publishing with special emphasis on legal aspects and the vital role of author in promoting books.

Another important role of the Council has been to publicise Afro-Asian books through collective displays in almost all major international book fairs. The Council has thus participated and displayed books of its members in international book fairs held in New Delhi,

Calcutta, Kuala Lumpur, Singapore, Beijing and Seoul in Asia, Jerusalem and Harare in Africa, Frankfurt, Moscow and Belgrade in Europe and Chicago in the United States. It is only due to the Council's enduring efforts that many small Asian/African publishers have been able to display their material in large international book fairs.

Meetings

Interaction and continuous dialogue between African and Asian book personnel is necessary not only to create awareness about their status, strength and weaknesses, but also to identify solutions to their problems through mutual cooperation and assistance. To this end the Council has organised seminars on such core themes as the National Book Policy, two-way flow of books and easy access to copyright. An annual feature of the Council is to convene Afro-Asian Publishers Conferences alternatively in Asia and Africa. So far eight such conferences have been held, each focusing attention on a special theme like Educational Publishing, Development of Indigenous Literature Co-publishing, Co-operative Marketing, Low-cost Book Production, Copyright, Books for an Industrialised Nation, and Book Industry Training. The ninth conference is slated for Nepal in 1998 focusing on Author Development. These conferences enable the Afro-Asian Publishers not only to exchange ideas and experience with their counterparts in another developing region, but also formulate opinions and make recommendations for action at national, regional, and international levels.

Programme

The future programme of the AABC includes extending its collective displays of books to more and more venues inside and outside the Afro-Asian region, covering other vital themes in its conferences and seminars, and offering advisory services concerning national book policy and national book development councils, copyright and subsidiary rights, and university courses and other training programmes for the book industry personnel. Development of human resources of the book industry is a priority item on the agenda of the AABC. While book industry training is being imparted in one form or another in many countries of the two regions, the Council is particularly interested to concentrate on non-conventional themes which, though significant for the progress of the book industry, are not generally covered by the usual training programmes viz. Translation, Copyright, Training of the Trainers, Electronics in Publishing, and mounting book exhibitions. As part of this strategy, the AABC proposes to organize a 3-day national workshop on Digital Publishing in February 1998 in New Delhi with assistance from the Government of India. Indeed the Council has a long-term plan to set up an Afro-Asian Book Industry Training Institute to cater primarily to the training needs of the book industry personnel of Asia and Africa.

Proposals

During 1998 and 1999, the Afro-Asian Book Council will, interalia, focus on training of the book industry personnel on a priority basis. The subjects to be covered in the next biennium are (1) Principles and Techniques of Translation, and (2) Use of Electronics in Publishing. The former has a special significance for book development in Asia since most Asian countries are bi-lingual or multi-lingual. The latter is essential to familiarise the book community with the use of electronic and software devices which are overtaking the traditional methods in publishing and how best the two can be interwoven to achieve the optimum results. The two projects can be organised at sub-regional or regional level, depending on the grant available during the next two years.

Conclusion

The Council is neither a publisher nor a bookseller. It endeavors to act as a catalyst to pave the way for a healthy growth of the Afro-Asian book industry mainly through self-help. It has on its roll over 140 members from 26 Afro-Asian countries, besides Canada, Germany, the Netherlands, Russia, UK and USA Within a short span of seven years, the Council has been recognised by international bodies like UNESCO, WIPO, and the Commonwealth. It has professional association with Asia-Pacific Cultural Centre for UNESCO (ACCU), African Publishers Network (APNET) and the Society for the Promotion of African, Asian and Latin American Literature in Frankfurt. Considering its track-record and the encouragement it has received from various quarters, the Afro-Asian Book Council is bound to grow as a key organisation for book development in Asia and Africa.

Pacific States

Cliff Benson
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The University of the South Pacific Suva, Fiji

Introduction

Publishing/Distribution and Reading Promotion problems and issues have changed little in our region in the past two years. The major reason for this is very simple: finance! It is thus sad that a more expensive and less educationally beneficial medium, television (video) is steadily spreading its tentacles to even the most remote parts/islands of our region.

The Region

The U.S.P. region is complex in terms of widely-scattered Islands (*a sea of islands*) covering 33 million square kilometres with a total population (12 countries) of 1.5 million (Fiji = 800,000, Tokelau = 1,200). It is also linguistically complex, particularly in Melanesia.

Major Problems

Major problems hindering literacy/language development, as well as book production/reading promotion include:

1) General lack of money for the public and for governments to purchase books etc., resulting difficulties faced by publishers/book distributors/book shops in our region in successfully conducting educational publishing (except of course for core texts) and book selling. (In Fiji, two major educational book-selling companies I am aware of had to close down in the past two years.)
2) Ongoing debate in our region as to the merits (or otherwise) of whole language, story book-based approaches to teaching language/literacy skills.

3) Rural communities (and the majority of the I .5 million people in most of the countries live in rural or semi-rural settings, do not have a print/literacy 'culture'.

4) The lack of collaboration among publishers, distributors and book sellers.

5) Publicity/Publicizing: The difficulties of publicizing non-core educational materials are quite immense, given the long distances involved, and the widely-scattered potential markets.

6) Literacy Achievement is viewed generally as 'low' in our region. There is a great need in my view for a flood of low cost materials in schools, communities but this is currently an unlikely scenario.

7) Lack of Booksellers/Bookshops
There are still very few or no book sellers and/or book shops on most populated islands of the South Pacific. Villagers and schools must therefore depend on outside sources of all print materials for public and for school use.

Issues

1) Appropriate Use of Aid Funds - Donors are generally still 'locked into' consultancies/consultants and 'technical assistance' and/or providing buildings and/or equipment. It is very difficult to convince any aid donor (government) or otherwise to provide basic educational print resources for schools or for people generally.

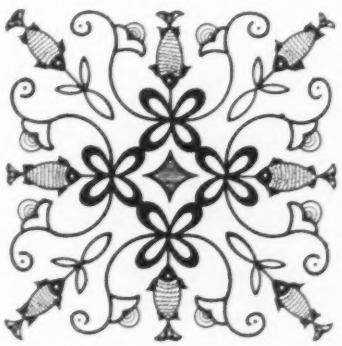
2) The Need for Research - We have very little data available in the area of publishing, publishers, books sold, children's reading preferences, the relative merits of different methods/materials and many other aspects. Such research would go a long way to helping publishers/sellers succeed more.

3) Culturally-Sensitive, Culturally-Appropriate Approaches - As mentioned above, 'print' is not a major component of rural Pacific cultures, with the exception of the bible and some other religious texts. Introducing and promoting other print materials is not merely a matter of 'flooding' schools and communities with such materials. Their appropriate use and care also need to be Introduced in culturally-sensitive ways. The use of top-down, "structural" and structured approaches to the teaching of language is still prevalent and preferred in pre- and primary schools in our region,

Conclusion

We look forward to 'slow but sure' progress in the publication and promotion of literacy-language materials, especially good children's literature, in the Pacific region. However, we still have significant problems to overcome and issues to address to succeed in our efforts. We look forward keenly to continuing collaboration with our Asia-Pacific partners, especially the Asia-Pacific Cultural Centre for UNESCO, in learning how to better help more people, young and old, to live fuller lives through reading activities.

(Here, Pacific States refers to the 12 USP Member Countries - Cook Islands, Fiji, Kiribati, Marshall Islands, Nauru, Niue, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu and Vanuatu)



List of Publishing-related Associations

(as of November 1997)

Book Publishers Associations

Bangladesh
Bangladesh Publishers and Booksellers Association
M. A. Taker, Secretary General
3 Liaqat Avenue, Dhaka 1100

Cambodia
Education Printing House
Mr. Ker Nay Leang, Director Executive
No. 148, Boulevard Norodon, Sangkat Tonlebasae
Chmearmon, Phnon Penh

China
The Publishers Association of China
Mr. Song Muwen, Chairman
85 Dong Si Nan Dajie, Beijing

India
Federation of Indian Publishers
Mr. P. K. Arora, Executive Director
18/1-C, Institutional Area, Aruna Asaf Ali Marg, New Delhi 110 067

Indonesia
Indonesian Publishers Association (IKAPI)
Mr. Rozali Usman, President
Jl. Kalipasir 32, Jakarta 10330

Iran
The Ministry of Culture and Islamic Guidance Prining an dPublishing, General Office
Mr. Taleb Zadeh
Baharestan Square, Tehran

Iran
Association of Children and Young Adults Book Publishers
Mr. Abbas Karimi
No. 22, Zare Alley, Jalalieh St., Boolvar Keshavarz St.

Japan
Japan Book Publishers Association
Mr. Toshikazu Gomi, Managing Director
6 Fukuromachi, Shinjuku-ku, Tokyo

Malaysia
Malaysian Book Publishers Association
Mr. Datin Azizah Mokhzani, Chairman
c/o Media Distribution Son. Bhd., 306 Block C, Glomac Business Centre, 10 Jln SS 6/1, Kelana Jaya, 47301 Petaling Jaya, Selang

Nepal
Nepal Bookseller and Publisher Association
Govinda Prasad Shrestha
Bagh Bazar, Kathmandu

New Zealand
Book Publishers Association of New Zealand Inc.
Ms. Wendy Harrex, President
PO Box 101, 271 North Shore Mail Centre, Auckland

Pakistan
Pakistan Publishers and Booksellers Association
Mr. S. Ahsan Rizvi, Chairman, Cetral Committee
c/o Pak American Commercial Ltd., 1st Floor, Hamid Chambers
Zaibunnisa Street, Karachi

Philippines
Book Development Association of the Philippines
Ateneo de Manila University Press
Ms. Esther Pacheco, President
Bellarmine Hall, Katipunan Ave., Loyola Heights, Quezon City

Rep. of Korea
Korean Publishers Association
Mr. DongHee Lee, Manager
105-2, Sagan -Dong, Chongno-gu, Seoul 110 190

Sri Lanka
Sri Lanka Book Publishers' Association
Mr. A. A. Weeraman, President
53 Maligakanda Road, Maradana, Colombo 10

Thailand
Book Publishers and Booksellers Association of Thailand
Ms. Nidda Hongwiwat, President
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Viet Nam
Book Publishers Assciation
Mr. Tran Phu Son
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Booksellers Associations

Bangladesh
Bangladesh Publishers and Booksellers Association
3 Liaqat Avenue, Dhaka 1100

India
Federation of Publishers and Booksellers Associations in India
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Iran
Union of Book Publishers and Booksellers
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Japan
Japan Booksellers Federation
Mr. Takahisa Manda, Chairman
1-2 Kanda Surugadai, Chiyoda-ku, Tokyo 101

Malaysia
Malaysian Booksellers Association
Mr. Freddie Khoo Swee Choon, Chairman
c/o Tai Kuang Book Store Sdn. Son. Bhd., 49 Jalan Tengku Ahmad, 85000, Segamat, Johor

Nepal
Nepal Bookseller and Publisher Association
Mr. Govinda Prasad Shrestha
Bagh Bazar, Kathmandu

New Zealand
Booksellers New Zealand
Ms. Josephine Breese, Chief Executive
Book House, 86 Boulcott St., Wellington, PO Box 11-377, Wellington

Pakistan
Pakistan Publishers and Booksellers Association
Mr. S. Ahsan Rizvi, Chairman, Central Committee
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Philippines
Association of Philippine Booksellers
Mr. Lorenzo Tan, President
264 Vito Cruz Ext., Makati City

Rep. of Korea
National Booksellers Assciation
Mr. JooPal Kim, President
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Sri Lanka
Booksellers Association of Ceylon
Mr. K. Gnanasekera, President
PO Box 244, Colombo

Magazine Publishers Associations

Cambodia
Red Barna
Mr. Rath Kim Soeun
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Iran
The Ministry of Culture and Islamic Guidance
Press General Office
Mr. Ahmad Borghani
Baharestan Square, Tehran

Japan
Japan Magazine Publishers Association
Mr. Kengo Tanaka, Chairman
1 - 7 Kanda Surugadai, Chiyoda-ku, Tokyo 101

Nepal
Nepal Patra Patrika Prakashar Sangha
Mr. Krishna Prashad Gautam
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New Zealand
Magazine Publishers Association of New Zealand Inc.
Ms. Janice Boswell, Executive Manager
PO Box 68213, Newton, Auckland

Pakistan
Pakistan Children Magazine Society
Mr. Rizwan Saqib, President
c/o Monthly Taleem-o-Tarbiat, 32 Empress Road, Lahore

Rep. of Korea
Korea Magazine Association
Mr. YoungJin Kim, President
174-1 Chongjin-Dong, Chongno-ku, Seoul 110 - 130

Viet Nam
The Viet Nam Journalist Association
Mr. Phan Quang, President
59 Ly Thai To Street, Ha Noi

Current State of Publishing through Statistics

(Chart Compiled from the questionnaires sent to the participants of the 1997 APPREB Regional Consultation Meeting)

Following figures are those of 1996 unless otherwise indicated. Those with an asterisk* are estimates.

country	no.of new titles	no.of total titles	no.of copies	no.of publishers	no.of bookstores	no.of libraries (public and private)
Bangladesh	*21,500	*45,000	*67,500,000	*1,100	*15,500	
Bhutan	6	166	*8,000		*10	*130
Cambodia	14	30	2,380,000	*2	*1	5,352 (school)
China	63,647	112,813	7,158,000,000	564	2,741	2,641 (public)
India	*13,000	*22,000		*14,000		*60,000
Indonesia	5,000	20,300	121,000,000	550	2005	120,708
Iran	6,227	12,897	61,180,882 (1995)	1,605	*2,837	
Japan	63,054	nil	1,544,210,000	4,602	10,894	2,363 (public) (1995)
Laos	70	140	170,900		7	31
Malaysia	5,842	78,010 (1996-97)	30,320	519	130	*10,100 (all kinds)
Maldives	*70	*70		7	*17	*40
Nepal	*12	*237	*497,700	*16	*1,300	*74
New Zealand	4,964		*24,820,000	*300		270 (public), 58 (tertiary institutions), over 300 (specialist) (1994)
Pakistan	3,512		3,512,000	600	4,000	1,800
Papua New Guinea				*53	*10	*30
Philippines						669
Rep. of Korea	25,407	26,664	158,136,723	12,458	5,378	8,219 (1995)
Sri Lanka	728	2926	984,240	290		2,399
Thailand				550	900	1,000
Viet Nam	3305	8,263	167,000,000	40	5,500	6,500

Appendix

List of Participants

Bangladesh
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Sri Lanka

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Department of Curriculum and Instruction Development
Ministry of Education
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Viet Nam

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Afro-Asian Book Council

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The University of the South Pacific

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UNESCO

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ACCU

Asia/Pacific Cultural Cenrer for UNESCO
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fax: 81-3-3269-4510
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Mr. Tetsuo Misumi, Director General

Mr. Muneharu Kusaba, Executive Director

Mr. Takao Tajima, Director, Book Development and Literacy Promotion Department

Ms. Misako Ohnuki, Deputy Director
Book Development Division

Ms. Hisako Motoyama, Senior Programme Specialist, Book Development Division

Ms. Mariko Sasaki, Programme Specialist
Book Development Division

Ms. Chiho Ohashi, Programme Specialist
Book Development Division

Agenda

1. Opening of the APPREB Regional Consultation Meeting
   Opening Address by Mr. Tetsuo Misumi, Director General of ACCU
   Address by Ms. Milagros del Corral, Director, Division of Creativity, Cultural Industries and Copyright, UNESCO
   Introduction of participants

2. Election of office bearers
   Adoption of meeting agenda and schedule

3. UNESCO's report on books and reading

4. ACCU report on strategies and activities of regional cooperation for book development and reading promotion in Asia and the Pacific

5. Review of APPREB activities in 1996-1997

6. Presentation of country reports: Major problems and vital issues in publishing today.

7. Identifying common and pressing needs and regional priorities in the area of book development and reading and possible solutions and initiatives which could be undertaken on a regional basis

8. The Role of APPREB in promotion of books and reading

9. Identification of APPREB objectives for 1998-1999

Schedule

20 November (Thursday)

14:00-14:30 Opening of the Meeting

14:30-14:45 Election of Office Bearers
Adoption of Agenda

14:45-15:00 **Topic 1**
(1) UNESCO Report on Asia/Pacific Co-operative Programme for Reading Promotion and Book Development (APPREB)

15:15-17:00 **Topic 1** (cont'd)
(2) APPREB Report and ACCU's Regional Co-operation for APPREB
(3) Reports of Sub-regional and National Activities of APPREB 1996-1997

21 November (Friday)

9:00-10:45 **Topic 2**
Presentation of Country Reports

10:45-11:00 (Break)

11:00-13:00 **Topic 2** (cont'd)

13:00-14:00 (Lunch)

14:00-15:00 **Topic 3**
(1) Identifying common and pressing needs and regional priorities in the area of book development and reading and possible solutions and initiatives which could be undertaken on a regional basis

15:00-16:00 (2) The role of APPREB in promotion of books and reading

16:00-16:15 (Break)

16:15-17:15 **Topic 3** (cont'd)
(3) Identification of APPREB objectives for 1998-1999

17:15-17:45 Closing

General Information

UNESCO and the Asia/Pacific Cultural Centre for UNESCO (ACCU) will organize the 1997 Asia-Pacific Cooperative Programe for Reading Promotion and Book Development (APPREB) Consultation Meeting in co-operation with the Japan Book Publishers Association and Japanese National Commission for UNESCO.

1. Background

The Asia/Pacific Cultural Centre for UNESCO (ACCU), Tokyo, is the Regional Coordinating Agency of APPREB (Asia-Pacific Cooperative Programme for Reading Promotion and Book Development) since 1992 and has been conducting and coordinating various programmes under APPREB in close co-operation with UNESCO. APPREB, the co-operative network established with the initiative of UNESCO in 1991, aims at assisting participating countries to develop their own needs-based programmes in a spirit of mutual co-operation at the regional, sub-regional and national levels.

APPREB is designed to facilitate: a) acquisition of lifelong reading habits for all; b) development of quality books including children's books and supplementary readers; c) strenghening of national capabilities, capacities and infrastructures; d) mobilization of resources, particularly human resources, by supporting training programmes for upgrading book promotion, production and distribution skills, and e) utilization of new media in reading promotion activities.

2. Objectives

The main objectives of the Meeting are, first of all, to identify most vital problems related to book development and reading promotion in respective countries as well as to discuss and suggest practical ways to solve such problems, and secondly to suggest ways to strengthen APPREB network and to promote inter-regional co-operations. Lastly, the meeting will review 1996-1997 APPREB programmes and suggest its future plans.

3. Organization

organized by:
UNESCO
Asia/Pacific Cultural Centre for UNESCO

in co-operation with:
Japan Book Publishers Association
Japanese National Commission for UNESCO

4. Time and Place

20(Thurs.) - 21(Fri.) November 1997

Japan Publishers Building
6 Fukuromachi, Shinjuku-ku, Tokyo 162-8484, Japan

5. Participation

(1)Participants

a) Participants will be those who are playing leading roles in book development and reading promotion in the following 23 countries.

(Australia, Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Iran, Japan, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Papua New Guinea, Philippines, Rep. of Korea, Sri Lanka, Thailand and Viet Nam)

b) Participants will also include representatives from the APPREB related organizations in Asia and the Pacific

(2) UNESCO and ACCU

(3) Observers

6. Reports of the Participants

Each participant is required to fulfill the following prior to the meeting:

(1) Prepare a country report covering the following items.

a) Crucial issues and major problems in publishing and reading promotion today in your country.
b) Practical proposals of programmes to be taken up under future APPREB activities at regional, sub-regional and national levels.

(2) Provide information for APPREB discussion (Please fill in the sheet to be sent to the participants)

7. Working Language and Documents

The working language of the Meeting will be English and Japanese. The working documents will be prepared in English only.

8. Correspondence

The Director-General
Asia/Pacific Cultural Centre for UNESCO (ACCU)
Japan Publishers Building
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phone: 81-3-3269-4445, 4435
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e-mail: book@accu.or.jp

What is APPREB?

APPREB - The Asia-Pacific Cooperative Programme in Reading Promotion and Book Development - is a UNESCO-sponsored and supported network of regional institutions and organizations which promote book development and reading in the Asia-Pacific region.

By bringing together book and development experts from the public and the private sectors, APPREB facilitates a dialogue between them, stimulates the flow and exchange of information and assists in the development of local initiatives conceived in the UNESCO spirit of "Books for All".

APPREB was launched in Kuala Lumpur, Malaysia, in December 1991 at a regional consultation held in response to needs expressed by Member States of the region. Today APPREB continues to represent a major programming focus of UNESCO's Book and Copyright Division and of the UNESCO Office in Islamabad. Its growth and success are largely due to the commitment of the Member States in co-operation with the Asia/Pacific Cultural Centre for UNESCO (ACCU), APPREB co-ordinating agency.

APPREB is also linked to similar institutions/networks which promote books and reading in Africa, Latin America and the Carribean, and Europe.

What are the Objectives of APPREB?

In an increasingly interconnected and technologically advanced world, the broad objectives of APPREB are to bring literacy, education and culture the most needy and to bridge the information gap.

Reaching into rural areas and integrating those who have been excluded and maginalized from the mainstream of society remain APPREB's most pressing and daunting challenges.

Specifically, APPREB is intended to support initiatives such as literacy and life-long education for all, the development of pertinent materials for children and neoliterates, the creation and expansion of rural reading centres and mobile libraries, and the strengthening of national infra-structures and of a viable book trade.

Major emphasis is placed on the increased professionalization of experts engaged in all aspects of the Book Chain - authors, illustrators, publishers, printers, distributors and booksellers - and on the promotion of the Florence Agreement, the Universal Convention of Copyright and other international instruments intended to stimulate the book trade.

How Does APPREB Operate?

Regional Consultations

Representatives of countries in the region are invited to a biennial Regional Consultation to identify the region's needs and priorities and to plan APPREB's programme for the next biennium.

Programme Execution

Once approved, programming initiatives are carried out by the designated executing agencies in respective countries.

Secretariat

The Asia/Pacific Cultural Centre for UNESCO (ACCU) functions as the Regional Secretariat for APPREB and coordinates the network's activities in close consultation with UNESCO and participating countries.

Information and Reporting

A quarterly newsletter, "ABD" (refering to *Asian/Pacific Book Development*) is published by ACCU and disseminated widely. The publication provides information on regional activities, articles on themes of specific interest to members of APPREB and other news related to book promotion and reading efforts. ACCU also publishes the report of the APPREB biennial Regional Consultation.

Sources of Financing

UNESCO provides financial assistance from its regular budget which is used as "seed money" for various APPREB activities. Funds from other sources are required to complement this allocation and to ensure the success of APPREB initiatives.

For details, contact;

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